



A LETTER FROM THE PRESIDENT

I'm excited for 2024 and what we have coming for our customers. For the past 1-2 years, we have been focusing a lot on what I call "value-added" services. We can provide our customers with these services, which have great benefits that our competition may not provide. Some of these services can even be expanded upon further into a whole new service. I'm excited about what we are doing now with integrating advanced drones, GIS, ROW assessments, and an IVM style of vegetation management. It's a new way to handle ROW clearing and vegetation management for our customers, which will end up saving them money in the long term, **providing them with a better and more effective ROW clearing plan, and helping compliance and public image.** The IVM (Integrated Vegetation Management) program focuses on the overall reduction of woody growth and regrowth while also bringing in traditional clearing methods and native grasses too. The end result of mixing IVM, advanced drones, and GIS into your ROW assessment **allows us to create a very detailed, long-term plan for each section of your ROW that is specific and strategic to that section.** It is not a "shotgun style" approach; it's specific. As a result, it's effective. We will still be using traditional clearing methods too with our specialty equipment, but we will be lowering regrowth and improving the public image and relations along the way. This is how we lead the industry.

We continued to be blessed; 2023 was a good year overall. I'm happy to say **we have the best management and field staff we've ever had.** They live up to our core values, they deliver, and the team has years of experience in the field. **I am proud of this team - really proud.** Our core values and this solid team will drive us forward in 2024. Our customer base is one that truly values safety and quality; they don't just give it lip service like some do. In a way, we've hand-selected like-minded customers and vice versa. **These business relationships forged on common values and principles are the only way to do business, and it is what continues to propel us forward.**

With all of that said, there was some sadness in 2023. We lost Doug Enloe. He was my right-hand man for several years, and for the past couple of years, he led our bids and training programs. I'll miss our witty back-and-forth humor; he could take it and dish it well. He was passionate about trees and loved to train others about the industry and how to do the work safely. You'll still see Doug in many of our training videos in our sister company, The Better Contractor, as he was a huge part of it. But most of all, Doug was a family man. He always made time for his wife, kids, and grandkids. To my knowledge, he rarely missed any events and was fully present in their lives. I have always respected that about him. Finally, Doug showed sincere loyalty to Lanracorp and me; for these two things alone – he will always have my respect and admiration.

I'm looking forward to 2024 and how we can continue to serve and impact our customers and the industry as a whole. We've always been a trailblazer in this industry, and we will continue to do so in 2024. Innovation and strategy are key, no matter the industry. We must be forward-thinking and always improving.

Sincerely,

Brent Oberlink, President



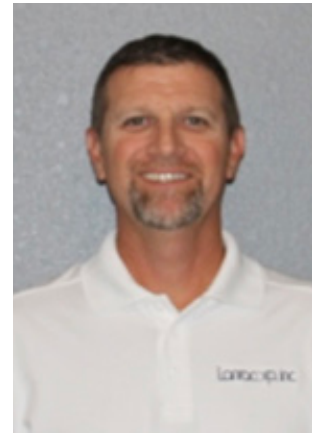
WORDS FROM THE PROJECT SUPERINTENDENT

Well, the holidays are over, and 2023 is in the past. Lanracorp has officially kicked off 2024 by once again bringing in all our employees for a full two days of training and expectations. We had a great couple of training days that included ISN training, CPR/First Aid, systems and processes, HR and safety policies, a lot of hands-on with equipment, and Smith System driving training for all! The week ended with our appreciation dinner and core value awards and recognitions. A great week and a great kickoff to the new year! We have a strong group of employees, and we're ready to take on projects for the year.

2024 schedules are filling quickly. We've got a slow start due to some wet and rainy weather, but February is full, and we're loaded and ready for Q2 spraying and mowing season. We continue to hire for building future work, so contact our sales department if you have Q3 and Q4 work planned. Our project team is here to offer the best to our customers! We do weekly invoicing with detailed summaries, progress reports with before and after photos, up-to-date mapping shared for daily crew production and tracking, and much more. Book with us today!

Do you know you have ROW to clear but are not sure where to start? Contact us for an assessment. We can easily sit down with you, discuss your goals, and review your ROWs. We will create a plan with you that meets your direct needs and requirements. We have drones to fly areas out quickly, map them digitally, and determine the type of work needed to create a plan and execute it. Our supervisors and foremen are seasoned and know the process of landowner contact, location, flagging, marking, hazard identification, trimming, clearing and mowing, tree felling, spraying, etc. You need it; we can do it safely and with a quality that shows our pride in work core value. You will not be disappointed.

Jay Keppler,
Project Superintendent



EMPLOYEE SPOTLIGHT

Kerry joined the Lanracorp team in 2010 as a spray tech. Shortly after being hired, Kerry obtained his applicator's license and became Lanracorp's leading spray tech. He has been instrumental in cultivating our "spray" program to what it is today. When asked what makes Lanracorp different from other employers he has had, he answered, "Well, it's also the reason I have enjoyed working here; you have more 'freedom.' What I mean by that is, if you work hard, prove that you're honest and going to do the job right and deliver the best quality, management is not going to micromanage you, and that is what I enjoy the most about my job. I'm trusted to go and get the job done." During Kerry's downtime, he likes to ride UTVs, go hunting and fishing, and go on 'Jeep Runs.' Some unique information about Kerry is that he someday would like to visit the outback of Australia, and his favorite food is his grandma's fried potatoes. Kerry is originally from Salem, IL, and currently resides in Iuka with his fiancée, Heather, and their four dogs: Brownie, Gizmo, Cooper, & Maverick.

KERRY HENSON
SENIOR FOREMAN & HEAD SPRAY TECH



BIG LOSS OF 2023

Lanracorp lost a valued team member on November 14, 2023. Doug Enloe fought hard but lost his battle with cancer. Many of you knew Doug, who worked as our operations manager for seven years. He was very passionate and knowledgeable about everything related to trees, was an amazing family man, witty, and just an overall genuine, good human being. He had a huge outpouring of support and love at his benefit in October, highlighting the kindness and love he showed others.

Doug loved a warm campfire, good bourbon, and quality time with his family and grandkids.

May God provide comfort for Doug's family, including us at Lanracorp. **We lost a good friend, and he will truly be missed.**

To plant a tree in memory of Doug Enloe, visit



GEOGRAPHIC INFORMATION SYSTEM (GIS)

Geographic Information System (GIS) plays a crucial role in right of way vegetation management by providing a spatial background for visualization, analyzing, and mapping to promote making informed decisions about vegetation in a particular ROW. We at Lanracorp start each project by creating a map before the first boot hits the ground. We use this GIS map throughout the project to record and capture data. Data include routes to access the ROW, pipeline exposures, work areas, do-not-enter areas, and much more. This data becomes very useful not only for current management efforts, but can be built on, shared, and analyzed for all future activity.

GIS enhances the efficiency and effectiveness of vegetation management through spatial analysis, mapping, and informed decision-making.



WERE YOU THERE?

Lanracorp and The Better Contractor really enjoyed some fall expos.

TCIA - St Louis, Missouri

This was a wonderful event for all in the tree care industry. We met many awesome people in the trade and got our hands on some exciting equipment. We tested everything from roping and rigging devices and multiple attachments to giant all-in-one tree processing machines.

Equipment Expo - Louisville, Kentucky

Wow, what a turnout! This show was big, and it really took several days to see it all. We investigated tons of innovative high-tech equipment. There were robotic, remote-controlled, and hybrid options to help in all forms of vegetation management. We were able to get in the seat and operate a plethora of equipment to help determine the usefulness of each for our business.

We can't wait to see you this year!

Learn more about safety consulting on thebettercontractor.com

FRESH AIR

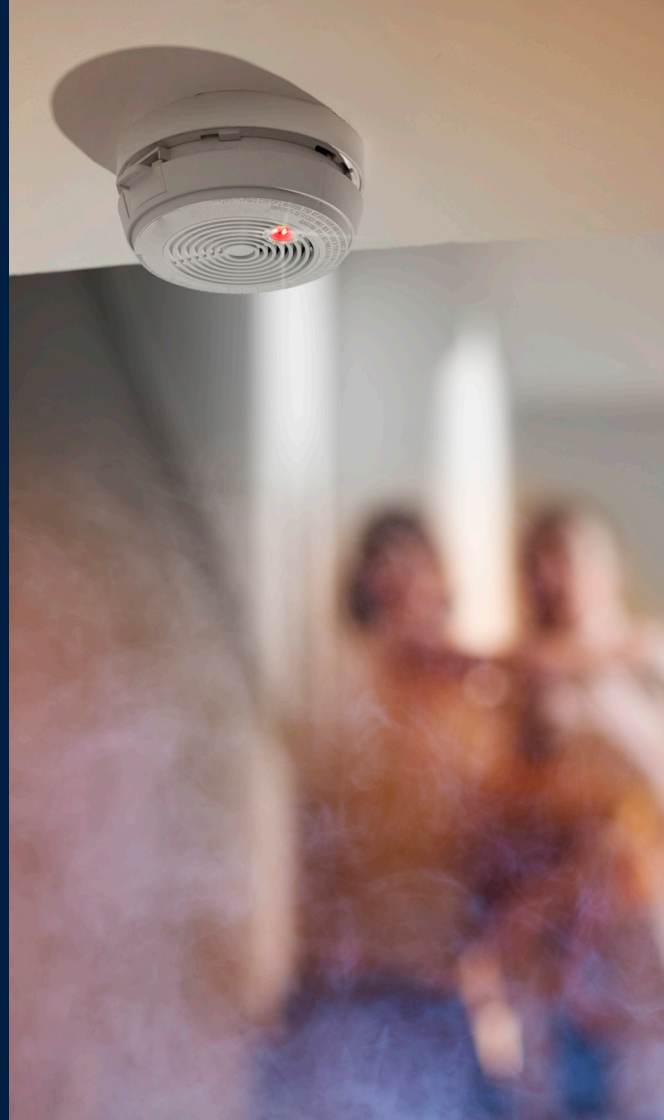
CO - Carbon monoxide is a poisonous gas that is released from burning fossil fuels.

CO2 - Carbon dioxide is what we exhale, and plants convert it back into oxygen.

Both are deadly in closed spaces with poor ventilation. We need fresh air with about 20 percent oxygen.

As we try to stay warm on the job, camper, trailer, in the shop, or in our homes, we should keep some ventilation and utilize a carbon monoxide detector.

Protect yourself by inspecting and maintaining all fuel-burning appliances.



ROTATE EQUIPMENT

We are rotating out our equipment again. Keeping our equipment modern helps with safety and quality. It's expensive but worth it. Fewer equipment breakdowns equal getting more accomplished each and every day and help Lanracorp to be The Better Contractor.

Lanracorp, inc.

THE BETTER
CONTRACTOR



Learn how you can be a
Better Contractor, too!





CAGE FIGHTERS

2024 – Let's get ready to rumble!

We've added two new cage tractors to safely accomplish miles of clearing in record time.



INTEGRATED VEGETATION MANAGEMENT (IVM)

Integrated Vegetation Management (IVM) is a method of managing vegetation that combines several methods and tactics to achieve certain goals in an environmentally sustainable manner. This idea is commonly applied in areas where vegetation can impact infrastructure, particularly on electrical utility right of way.

Common components of Integrated Vegetation Management may include:

- **Biological Controls: Using natural predators or herbivores to manage vegetation.**
- **Chemical Controls: The selective and precise use of herbicides to manage vegetation by targeting specific plant species while reducing the impact on non-target species.**
- **Mechanical Controls: Methods such as mowing, cutting, pruning, or using machinery to control vegetation.**

Various factors can influence the adoption and implementation of IVM and may

face challenges for several reasons. Tradition and opposition to change and outdated methods of vegetation management, such as blanket herbicide applications or repetitive mowing, may be deeply ingrained in some vegetation managers or organizations. Resistance to change because of familiarity with old methods or uncertainty about the effectiveness of alternative methods can deter the widespread adoption of IVM. To overcome these challenges and promote a larger adoption of integrated vegetation management, it is essential to emphasize the long-term benefits, conduct outreach and education campaigns, address regulatory barriers, and encourage collaboration among various stakeholders involved in ROW management. Additionally, research and demonstration projects showcasing successful applications of IVM can help build confidence in these approaches.

IVM is often considered cost-effective over the long term, although the initial implementation costs may appear higher than some traditional vegetation

management methods. Calculating the return on investment (ROI) for IVM can be complex and depends on various factors, including the goals and level of implementation. While the financial returns from IVM may not always be immediately clear, the long-term benefits and cost savings will likely present a positive ROI with reduced treatment costs, prevention of damage and losses, and public perception of the ROW owner.

It's important to note that calculating the ROI for IVM may require a combination of quantitative and qualitative assessments. Site-specific considerations, local conditions, and the specific goals of vegetation management efforts will influence the outcomes. Additionally, the time frame for evaluating returns may extend beyond short-term financial metrics to capture the long-term benefits associated with integrated approaches. Reach out to Lanracorp to discuss how IVM can benefit your ROW and bottom line.