



Lanracorp, inc.

A LETTER FROM THE PRESIDENT

Contractors across the nation and in various trades experienced a few challenges in 2024; one of those being a labor shortage for skilled and qualified help and the second being a retracted market. This has led to a bit of a blue-collar movement – more interest in the trades, higher wages, and the need for more qualified personnel. These changes put some stress on the industry as it adapts, and those companies that lead the charge will grow and progress, while others will get left behind. Honestly, I'm excited about it and the future of the trades. I see opportunity.

At Lanracorp, we have made several changes in 2024 and moving into 2025 to help address what many struggled with in 2024 and prior. We've added more value-added services, streamlined systems and processes, and pushed forward on leading the industry in best practices. If you are like me, you seek to partner with the best in the industry, companies you can count on, that follow through, lead their niche, and lead from the front. That's who Lanracorp is for our customers, not only because of our people and team, but also because of our vendors, how we operate, and our focus on attracting and retaining quality personnel. It matters. We want, no matter the market or current circumstances, to be the company that provides an A-level service, that does what it says and doesn't just check boxes, and that is around for the long haul. Some customers will choose cheap, choose unsafe, and choose inexperience but that will always bite them in the long run, and that is a game we will not play. We will always choose what is right and what is best for the long haul. I'm excited about 2025. We are running into 2025 with one of the best teams we've ever had and with industry leading best practices. It's exciting to be a part of a company that leads its industry and that doesn't want to settle. Even for me personally, I like to constantly push myself in fitness, faith, family, and in business. To be better today than I was yesterday.

That's who Lanracorp is. I love that many of our customers align with us so well – core values, genuine safety culture, and how to best conduct business. We've been blessed not only with great employees but also great customers. We know you all have choices and those of you that have consistently chosen Lanracorp and continue to, thank you. This loyalty is everything.

We are passionate about what we do and the industry we are in. Most of you that follow us and read these newsletters are as well. This is why we started The Better Contractor, a sister company that hosts an industry podcast, provides marketing services for contractors, and has a large employee onboarding and training platform online built to help contractors attract, retain, and train high quality personnel. I want to invite all of you to check out our podcast, the feedback so far has been great, and it gives you a bit of an insight into the industry from experts in the field. I invite you to check it out and feel free to reach out to me with any questions you want addressed on the podcast or topics you'd like to see. I just require that it pertains to contracting and is a helpful topic for our listeners.

Again, I'm very excited for 2025 and the opportunities I see in the future. Can't wait to continue working with all of you and knocking these projects out of the park.

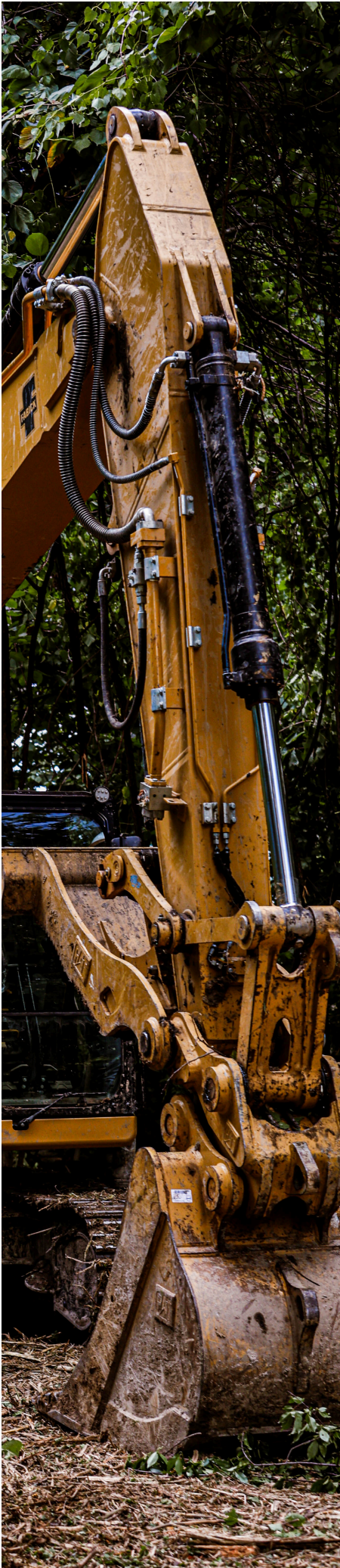
Win the Day,



Brent Oberlink, President

Lanracorp, inc.

THE **BETTER**
CONTRACTOR



INNOVATIONS IN FORESTRY EQUIPMENT

The forestry industry has witnessed remarkable advancements over the years, driven by the need to enhance efficiency, reduce environmental impact, and improve safety. Among these advancements, innovations in forestry equipment have played a crucial role in transforming vegetation management from a labor-intensive process to a streamlined operation. These cutting-edge technologies are not only enabling faster vegetation management but also redefining the standards for sustainable and safe forestry practices.

Harvesters, Feller Bunchers, and Grapple Saws

One of the most significant innovations in forestry equipment is the development of mechanized harvesters and feller bunchers. These machines are designed to fell, delimb, and section trees with remarkable speed and precision. Modern feller bunchers are equipped with advanced hydraulic systems and rotating saw heads, allowing operators to cut multiple trees in a single motion. This capability drastically reduces the time required for vegetation management while ensuring consistency and accuracy in tree cutting.

Mulchers and Brush Cutters

Another breakthrough in forestry equipment is the advent of high-powered mulchers and brush cutters. These machines are capable of grinding trees, shrubs, and undergrowth into mulch in a matter of minutes. Equipped with robust carbide-tipped teeth and high-torque engines, mulchers can handle dense vegetation with ease. This innovation eliminates the need for manual clearing and provides an efficient solution for preparing land for agriculture, construction, or reforestation.

Drones, GIS, and Mapping

The use of drones for aerial surveying and monitoring has revolutionized pre-clearing assessments and ongoing operations. Drones equipped with LiDAR and high-resolution cameras can quickly map large areas, identify obstacles, and plan the most efficient clearing routes. This technology not only saves time but also ensures that vegetation management is conducted with minimal impact on the surrounding ecosystem.

Speed, Efficiency, and Enhanced Planning

The collective effect of these innovations is a dramatic reduction in the time and effort required for vegetation management. Tasks that once took weeks can now be completed in days, thanks to the synergy of advanced machinery and intelligent technologies. Furthermore, these innovations have enhanced the precision of vegetation management, reduced waste and ensuring optimal use of resources.

The advancements in forestry equipment have undoubtedly revolutionized vegetation management, making it faster, safer, and more sustainable. From mechanized harvesters and mulchers to GPS-enabled automation and electric machines, these innovations are setting new benchmarks for efficiency in the forestry industry. As technology continues to evolve, the future holds even greater promise for innovations that will further optimize vegetation management processes while preserving the balance between industrial progress and environmental stewardship.

NEW YEAR: NEW PROJECTS - THE TIME TO BOOK IS NOW

As I write this, there's 12 inches of snow on the ground. While the frozen landscape is ideal for clearing rights-of-way (ROW), we know it won't be long before the snow melts and spring arrives. Our schedule fills quickly, so plan ahead and secure your spot now!

Why Lanracorp?

We are industry leaders in planning, managing, and executing ROW clearing projects. Partnering with Lanracorp means accessing customized solutions tailored to your unique needs. From assessing your ROW to developing an Integrated Vegetation Management (IVM) plan with budgets and timelines, we handle it all.

Over the past several years, we've invested in our team, refined internal processes, and enhanced our systems to improve efficiency and deliver actionable data. Our crews follow detailed daily protocols to ensure safety, maintain equipment, and map data for our clients. This includes sharing before-and-after photos and documenting any hazards encountered.

Our Equipment Arsenal

Lanracorp is fully equipped to tackle any ROW or industrial site challenge. Our extensive fleet includes:

- Tractors, canopy trimmers, marsh mowers, aerial lifts, and chippers.
- Mini and full-size skid loaders with attachments like mulchers, feller bunchers, tree shears, and trim saws.
- A large drone with LiDAR cameras and software for precise aerial mapping.
- Remote-controlled slope mowers for steep terrain.
- Excavators for exposure remediation.

We also provide selective herbicide spraying for ROW and bare-ground herbicide spraying for industrial sites, tank farms, block valves, and railroads. Additionally, we offer lawn mowing and bush hog services with zero-turn mowers and tractors.

Plan Ahead—[Contact Us Today!](#)

Reach out to us for consultations, rates, and estimates. Let's develop a plan and schedule crews to meet your ROW and industrial site needs.



FIVE AREAS WE'RE ADVANCING IN 2025

#1 Enhance Customer Experience

Do this by offering personalized consultations to better understand customers' needs and follow up with clients post service to ensure satisfaction and gather feedback and to build trust.

#2 Diversify services

Do this by offering new or seasonal services and providing maintenance plans to create recurring revenue.

#3 Invest in Employee Training

Do this by offering training and certifications to enhance expertise and motivation.

Build a strong safety program to ensure best practices and reduce workplace accidents.

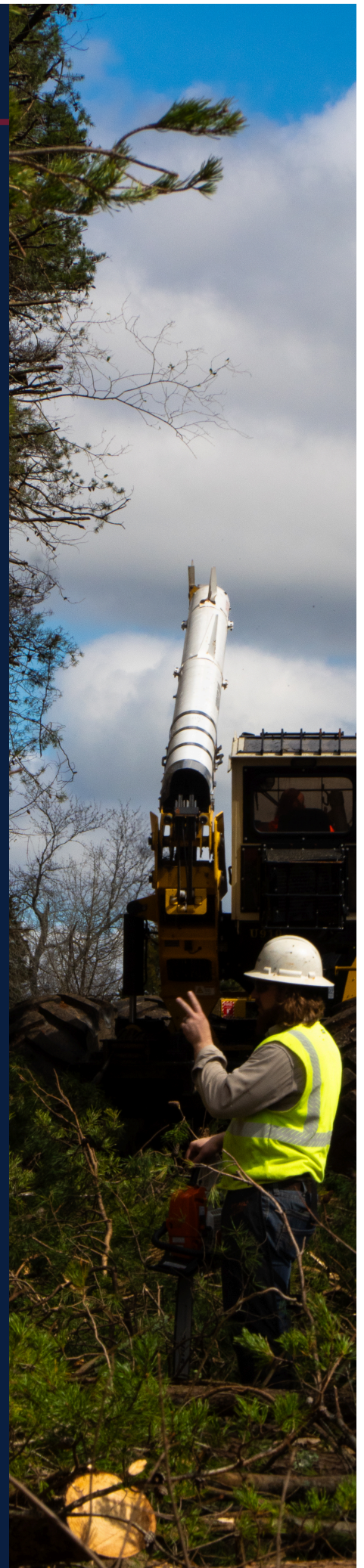
#4 Leverage Technology and Marketing

Do this by updating your website with service descriptions and testimonials and using social media to highlight completed projects tips and unique offers use drone technology for property surveys or creating promotional content.

#5 Focus on Sustainability

Do this by looking at your business and how you can reduce carbon emissions by using electric or hybrid tools. Partner with local nurseries, suppliers, or agencies to source sustainable plants and materials.

Educate clients on sustainable practices to position your business as environmentally responsible.



GROWING GREENER

OUR COMMITMENT TO SUSTAINABILITY

At Lanracorp, sustainability is at the heart of everything we do. As a vegetation management company, we recognize the importance of balancing environmental stewardship with effective land management. That's why we're proud to share the steps we're taking to make our operations greener and more sustainable than ever.

Eco-Friendly Practices

We've adopted innovative methods to minimize environmental impact, such as reducing the use of chemical herbicides and incorporating mechanical and natural solutions for vegetation control. These efforts protect local ecosystems while maintaining the integrity of the land we manage.

Investing in Renewable Energy

Our team is transitioning to energy-efficient equipment and exploring renewable energy sources to power our operations. By reducing our carbon footprint, we're doing our part to combat climate change.

Sustainable Partnerships

We're collaborating with suppliers and clients who share our commitment to sustainability. Together, we're implementing eco-conscious strategies that promote biodiversity and protect native species and pollinators.

A Greener Future

Sustainability isn't just a goal—it's our responsibility. At Lanracorp, we're excited to continue evolving our practices to better serve our clients, communities, and the planet.

Thank you for joining us on this journey to grow greener, together.



SCRIPTURAL THOUGHT

Job 37: 5-6

“God thunders with his voice in a wonderful way, He does great things that are beyond our understanding. For he says to the snow, Fall to the earth, and to the downpour of rain, Pour down mightily.”

**When winter rains and snow interrupt our activities
Do we take the time to ponder God’s power and great works. Have
you ever done so?**



EMPLOYEE SPOTLIGHT: CELEBRATING ANNIVERSARIES

AT LANRACORP, WE'RE PROUD OF OUR TEAM AND EXCITED TO CELEBRATE YEARS OF SERVICE FROM OUR DEDICATED EMPLOYEES. CONGRATS TO ALL OF OUR ANNIVERSARIES IN 2025!

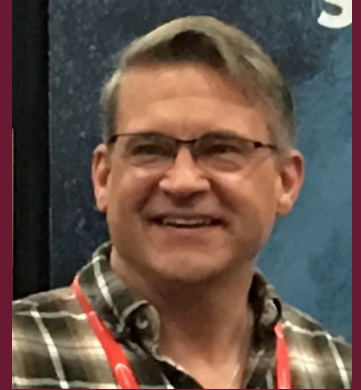
COREY SCHAAL

OPERATOR
2 YEARS



KEITH RESCH

SALES MANAGER
7 YEARS



ELIZABETH SOLTWEDEL

ADMINISTRATIVE ASSISTANT
6 YEARS



JAY KEPPLER

GENERAL MANAGER
6 YEARS



CODY BROOKS

FOREMAN
6 YEARS



1 YEAR HONORABLE MENTIONS

BRUCE SCHWENDEMANN

LABORER
1 YEAR

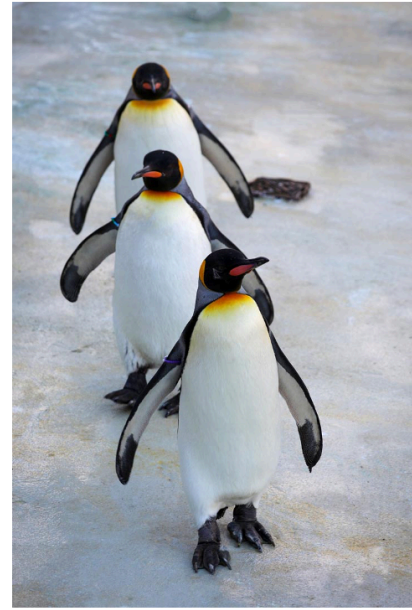
NATHAN HANGER

FOREMAN
1 YEAR

Seasonal Safety Tips

WINTER SAFETY REMINDERS

- Slips, trips and falls:
 - Walk like the penguins on icy surfaces – short, cautious steps!
- Cold-weather precautions:
 - Wear proper gear, skin left exposed for even a few moments can lead to frostbite.
- Visibility Challenges:
 - Shorter days means more darkness – ensure your reflective clothing is doing its thing!



Remember:

Seasonal challenges require seasonal strategies. A little extra caution can go a long way.

SHORT STAFFED OR DON'T HAVE THE TIME TO BUILD A ROW CLEARING PROGRAM FOR YOUR PIPELINES?

Let the experts build a custom ROW Clearing plan for your pipeline. Most of our customers are short staffed or don't have the ability to assess and build out a detailed ROW Clearing plan.

How can we help?:

- Perform a ROW assessment.
- Create a Multi-Year Plan of Attack based upon need and budget
- Enter all data into GIS and track it each year.
- Incorporate Best Practices, IVM, and other new approaches that are recommended by the API

We work for all major pipeline companies. Let us use **industry best practices** to help create a next level ROW Clearing program for your company.

ROW CLEARING:

INDUSTRY BEST PRACTICES, THE IVM PUSH, AND INCORPORATING GIS. A NEW WAY TO PERFORM ROW CLEARING.

OUR STEPS TO IMPLEMENT AN EFFECTIVE IVM PLAN

IVM combines selective herbicides and mechanical methods to control woody regrowth while promoting native grasses and wildlife habitats along the ROW. With a tailored, strategic approach, we ensure long-term efficiency, cost control, and stronger landowner and public relations. Our proven process follows four key steps to achieve effective, sustainable vegetation management.

ASSESS YOUR ROW

IVM is a strategic approach, and each section of your ROW will be handled differently according to the terrain, species, and plant growth of that specific ROW.

BUILD THIS DATA INTO GIS

We will take the above data and plug it into GIS. This will provide a very detailed ROW plan that breaks down what is needed in each section, whether that is mechanical (trimming or clearing), herbicide only, the establishment of low-growth plants, or all of the above.

CREATE A DETAILED IVM PLAN

We will work with you to develop a detailed plan based on the assessment and your budget. This plan may be one year or five years long, and it will include hitting the worst areas first and moving into a maintenance cycle over time.

IMPLEMENT AND MONITOR YOUR IVM

Staying proactive ensures long-term success. We utilize GIS technology to monitor progress and plan future work, as well as make any necessary changes. At Lanracorp, we stand by your side as a trusted partner throughout the years to come.





RECENT PROJECTS

STAY CONNECTED



YOUR PARTNER IN THE INDUSTRY

Learn from Industry Leader, Entrepreneur, Business Coach, and Speaker, **Brent Oberlink!**



THE CONTRACTOR'S PODCAST

WITH **BRENT OBERLINK**

WEEKLY PODCAST EPISODES

Gain Insights from Brent Oberlink through weekly **Podcast Episodes!**



ELEVATING THE CONTRACTOR INDUSTRY

EXCLUSIVE CONVERSATIONS

Get exclusive insights by joining The Better Contractor's **Private Facebook Group.**