

The Inside Dirt

The latest company and industry news from L.R.E. Ground Services, Inc. and L.R.E. Construction Services, LLC. Family owned and operated since 1989!

Volume 13, Issue 1

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L.R.E. will host its first Quarterly Meeting of 2018 on Friday, March 23rd.



Featured on front page

What is CleanSpace and what can it do for your crawl space?



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L.R.E. LAUNCHES PURPOSE-DRIVEN INITIATIVE

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Picture Perfect



L.R.E. team members (from left) Kristina, Wilving, Yasmin & Jamie all gather to eat after the Purpose Launch Presentation

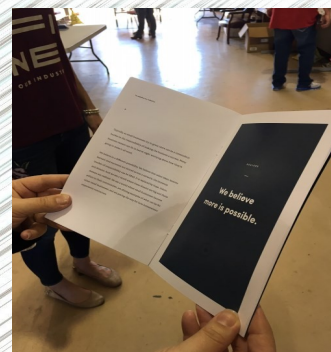


L.R.E.'s owners Ray & Susan Woolever are ready to redefine our industry by creating remarkable experiences for every customer and employee.

Follow L.R.E. on:



We Believe More Is Possible & Experiences Can Be Remarkable



In December, L.R.E. made a choice to launch a Purpose-driven initiative and commit, even more, to redefining our industry. Since 1989, we have “Provided a Solid Foundation of Trust, and through dedication, hard work, expertise, strong safety guidelines, operating efficiency....and teamwork,” we have had much success. We want to make an even bigger impact on the world. One that can change businesses, communities, and lives for the better! We also want to redefine the workplace, creating a space where people feel welcomed, free and encouraged.

L.R.E. is not alone in this initiative, in fact, it is quite the opposite. Within our Support-works network are 126 other dealers from

around the country with the same beliefs and principles working together to redefine our industry. We all want the same outcome, to be the change that makes a difference!

Being a purpose-driven organization isn't about being soft, touchy-feely or trendy. It's about creating the type of workplace where employees understand the difference they make in your community, and go to work everyday feeling valued. It is also the type of service that gives customers peace of mind and makes them feel completely taken care of by their contractor. Can you imagine a world like this?

We can. We are believers.

Our manifesto states: “We believe a single action can spread to something more, creating a ripple effect. The full extent of each ripple we'll likely never know. But we believe that by doing things differently, better, and with intention, our employees can go home at night feeling fulfilled, our dealer network can create impact in our communities, and our customers can live better lives, experiencing peace of mind.

When people feel fulfilled, create impact, and experience peace of mind, we know that these emotions and actions also create ripples. We are believers and we believe these ripples can change the world.”

L.R.E.'s TOP QUARTERLY PERFORMERS

Safety



Safety Manager
Richard Blanche

Field



Foreman
Johnny Batten

Construction & Restoration



Construction Services Estimator
Jamie Wrigley

Field



Foreman
Jason McDonald

Construction & Restoration



Project Supervisor
Manuel Quizhpe

Field



Foreman
Jeff Morgan

Performance Bonus Update

We here at L.R.E. respect the fact that so many employees do things right day in and day out. With that being said, we are rolling out a new Performance Bonus Program starting the first quarter of 2018. Bonuses will be divided into three categories for each individual based on performance review, attendance, and safety. Bonuses will be broken down into one-third increments and paid out accordingly. This is a bonus program truly set up for performance all the way around, not just for safety. Thank you to all of our employees for all that you do. Let's have a great 2018!

-Rich Blanche, Safety Manager

Kudos to C&R and EMS

There has been a shift in responsibilities for L.R.E.'s Construction & Restoration division. Greg Crossley, Production Manager, has officially taken over for both departments, C&R and EMS; Mark Letendre and Myrna Longley are both taking on more responsibility and bigger roles in Emergency Services; Adam Crace is now the Lead Mold Technician; and Anthony Gochenour, Jamie Wrigley, and Jamie Peak are crushing it with sales. These three collectively have almost reached one half of a million dollars in sales in just the first two months of the year. Kudos to the entire team for embracing all the changes and not only meeting, but exceeding goals!



Congratulations Tom Watson! Tom was promoted to Operations Manager and will oversee production on all jobs.



Shawna Fleming has been promoted to L.R.E.'s Marketing Manager. She's excited to help L.R.E. bring in those leads!



From Receptionist to Administrative Assistant, **Britney Sevor** is moving on up! Congratulations on your promotion!



Jen Harris is back in Production as L.R.E.'s Scheduling Support Specialist. Jen is all about redefining the customer experience!



There's a new Sales Manager in town! **Gina Varn** is ready to take sales to a whole new level leading our team of Sales Reps.



Rosemary Woolever will be taking on the role as Human Resource Manager working closely with all employees.

We're Hiring!

Do you know someone who's qualified and may be interested in joining L.R.E.?

If so, please send them our way!!

Interested candidates can send resumes to:
Rosemary.Woolever@LREgsi.com

SALES REPRESENTATIVES

FIELD TECHNICIANS

EMERGENCY SERVICES FIELD TECHNICIAN



Property Owners Helped



Kudos to Mike Johnson for his dedication to our customers and for Redefining the stereotypes of our industry.



L.R.E.'s Concrete & Paver Crew continues to make lasting impressions on our homeowners time and again.



L.R.E. specializes in a number of concrete services and offers free estimates and inspections.

In Great Hands With L.R.E.

I wanted to write you a letter concerning your employee, Mike Johnson. I wanted to commend him and let you know what an amazing employee you have. Mike made himself available to us from the beginning to end whenever we had a question or concern and went above and beyond for us. It was an incredibly scary time we went through (house fire) and Mike was there every step of the way to help us and give us hope. His positive personality was very uplifting. He always made sure that my husband and I were taken care of concerning all of the other companies we were working with (contents, painters, A/C guy....etc.) and that things were getting done correctly. He remained very organized and professional from beginning to end. I say this with a sincere heart, I don't know how we could have gotten through that hard time without Mike. He made the worst time of our life a little easier. I wanted to take the time to make you aware, as I'm sure you already are, of what a gem of an employee you have in Mike. L.R.E. is an amazing company and we will let anyone we know that needs services that is provided by you that you guys are the only company around that displays trustworthiness, swiftness, compassion, knowledge, and respect. Thank you for all your company did and most of all, thank you for assigning us Mike Johnson!

*Samantha K.
Brooksville, FL.*

Super-elated with Your Company

I cannot not say enough about the concrete/paver crew that came out to our house to complete our job. They were professional, polite, friendly and very respectful. They made sure that there was no garbage or anything left behind when they finished. We are super-elated with everyone at your company from beginning to end and will not hesitate to refer your company to all of our friends and neighbors.

*George L.
Sun City Center, FL.*

Job Well Done, Thank You!

We just recently had concrete work done by your company and we would like to thank you for doing such a great job. The men you sent out, Frank, Dave and Mike (sorry I didn't get everyone's name) did a great job! These men did such good work, were very professional and made sure everything was cleaned up afterwards. I will definitely recommend your company to all of our friends, and we will not hesitate to call L.R.E. to do any additional work we need done. Thanks again, and please thank the crew for us as well. Maybe they can be the same ones to come out if we need anything done later on. Thank you!

*William & Judy R.
Zephyrhills, FL.*

QUOTE OF THE QUARTER

*"We are what we repeatedly do.
Excellence, then, is not an act, but a
habit."*

-Aristotle

Repair Review: CleanSpace

The real solution to dirt crawl spaces is L.R.E.'s CleanSpace Encapsulation System, originally developed by Basement Systems. A dirt crawl space under a home is a very bad idea. The earth has very high humidity in the soil. This water vapor moves easily into the crawl space and upwards into the house environment. A damp environment is very unhealthy and destructive. Mold thrives here along with insects and critters, not to mention rot and decay occur in these types of environments also, causing structural damage.

If your wood crawl space joists, girders, and/or supports in your crawl space were damaged by mold, rot, and moisture, then you will want to address these issues to prevent future damage. L.R.E.'s CleanSpace System completely isolates your home from the earth. This dramatically reduces the humidity level in the air which, when combined with sealing outside air and dehumidification, will eliminate moisture-related damage and associated structural problems that occur when framing members rot and deteriorate. The encapsulation process involves sealing all crawl space vents, installing an airtight crawl space door, and lining crawl space walls and floors with a durable plastic liner. L.R.E.'s crawl space encapsulation system will give you a clean, dry space that won't give you problems in the future.



The CleanSpace liner is sealed around objects such as pipes, columns, and piers.



The clean, bright white liner allows you to easily see that your crawl space is free of mold, insects and dirt.

Announcements

L.R.E. Anniversaries

Jeremy Sieber	8
Scott Higgins	8
Greg Crossley	6
Shawna Fleming	6
Tom Watson	5
Jorge Carreras	4
Shea Dawson	3
Anthony Gochenour	2
Shawn Skinner	1
Kevin Wassmiller	1
Terry Payne	1



Top Row (left to right): Billy Lazor, Jeremy Sieber, Tom Watson
Bottom Row (left to right): Greg Crossley, Scott Higgins



Letter from the CEO

Leadership Roles Have Shifted at L.R.E.

I have a confession to make. I have not been writing these letters from the CEO in the past personally; however, I did give my thoughts and ideas to my ghost writer (Jim Flynn) on my behalf! This letter, though, is coming directly from me and my heart.

I have never been so proud of our leadership here at L.R.E. Ground Services, Inc. than I am right now. When my wife Susan and I first started L.R.E. almost 30 years ago, it was unusual for women to have a leadership role in the construction industry. We have seen a tremendous change over the years and it is wonderful to see the opportunities for advancement and leadership in the workplace for women. We have some fantastic managers here, but I am amazed at the level of management that now consists of women. I am proud to announce that more than half of our management team are women. When given the opportunity to step

into leadership roles, these individuals have possessed and utilized skills, passion, and talent. Not to mention that they are constantly teaching me new things to further enhance my leadership here as CEO. It's wonderful to see how much they bring to the table with their vision and spirit. We have been fortunate to have these employees in our company, and when management positions became available, they took the chance and shined with their talent and stretched their capabilities to truly make a difference. I appreciate these strong women and would like to mention their names: Rachel Vitale, Vice President/Accounts Receivable Specialist; Rosemary Woolever, Human Resource Manager/Corporate Secretary; Jennifer Johnson, Controller; Gina Varn, Sales Manager; Shawna Fleming, Marketing Manager; Jennifer Harris and Tara Britt, Production Support; Linnea

O'Brien and Jamie Wrigley, Construction Services; Myrna Longley, Emergency Services; Sarah Steen and Britney Sevor, Accounting and Administrative; Yasmin Garcia and Kristina DiCono, Sales Support. I have been blessed with these team members and will continue to show my support for each and every one of them.

L.R.E. Ground Services, Inc., of course, never could have been possible without my loving wife, Susan, and the talents that she has nurtured in me. I would not be here today without her caregiver support during this past year.

With that being said, I thank each one of you, and I look forward to working side by side with you on this journey as we REDE-FINE our industry!

-Raymond Woolever, CEO

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