

LJ Roth **Reconstruction Inc.**

DECEMBER
2010

Issue 1 Vol. 1
HQ. IA, USA

"The Executive Team would like to extend a special thank you to all those who contributed, and invite all team members to send suggestions and articles to Neil Reichenbach for future editions"

DID YOU KNOW !!! by Fritz

-The average home accumulates 40# of dirt each year.

*-New Zealand has 30 million sheep and 3 million people.
(30 sheep per person)*

*-As a young lad LJ milked cows by hand.
(How many squirts of milk make a bucket full?)*

*-Sassy is making 6 dozen rolls for a former customer.
(Wow! How much flour does that take?)*

*-It is a pleasure to sit on a To To brand stool.
(Check with Fred at McCoy's.)*

*-The Olds Lion's Club has three members who are on call to deliver eye donor tissue. Each trip is 180 miles.
(Have any old eye glasses? Give them to Fred.)*

The Renovator

"Restoring Quality Living With Speed!"

Celebrating the Lessons Learned from our Past, Transforming Opportunities into Success, and Charting the Future with Creativity Leading to Innovation



Fellow Employees,

I would like to thank all of you for your contribution to the company during 2010. As the decade is about to end, I also would like to congratulate those of you who have served our company during the last decade(s) for your loyalty and continued support. I also want to extend my best wishes to you and your family for the coming year.

Despite the lingering economic crisis which directly affected our industry, I am happy to report to you that our company continues to dream big in pursuing our strategic direction of speed, craftsmanship and continuous innovation. Your creativity and resourcefulness were the primary drivers of success for consummating the sale of 277

projects in fiscal year 2010 (April 1 to November 30, 2010) compared to only 227 projects in the same period for the fiscal year 2009. In view of the 22% increase in contract sales, some of you have to do multi-tasking during our busiest months this year, and still others were caught in a situation where it was inevitable to avail of an extended overtime privilege. In my view, your diligence, discipline, patience and sacrifices have become the pillars of strength for this company as we look forward to our next level of service.

Next year, the forces and challenges facing our company will even be greater as we focus our sight to an expanded operation. The key challenges will be reaching the aggressive targets that the new Management team has set-out while maintaining flexibility to effectively deal with an ever-changing business environment. Game changing innovations will be needed more than ever from every Team responsible for the completion of our projects. We will be looking forward to building our re-

sources to meet these growing challenges. Through your efforts and with the continued support of your families, I am confident that working together as a cohesive team in the coming year, we can add yet another chapter to the long story, i.e., close to 40 years, of LJ Roth Reconstruction, Inc's success. I firmly believe that our organization, which is naturally linked to creativity, innovation, business ethics, and continuous learning, will enable itself to survive the economic recession that started in 2007, outperform the industry and meet all commitments to its stakeholders. Let me close with the hope that 2011 will bring you and your family happiness, health, wealth and success.

With my personal best regards,

Larry J. Roth

President & CEO

Say hello to the new team members of 2010:

Kyle Leichthy
Beverly Prickett
Ken Wilson
Brett Wonders
Genen Herrera
Dave Finchum
Nathan Klostermann



McCoy
plumbing • heating • cooling

LJ ROTH
restoration service

Starting the New Decade (2011) with a New LJR Corporate Mantra: **Collaborative Innovation**

by Cenén R. Herrera

Top Ten Quotes of 2010

- 1) "I never considered myself a maverick" -John McCain
- 2) "This is a big f_____ing deal." -Joe Biden, Vice President
- 3) "I'd like my life back." Tony Hayward, then BP CEO
- 4) "It was one of the most disgusting moments in my presidency" -George W. Bush
- 5) "The greatest persecution of the church doesn't come from the enemies on the outside but is born from the sins within the church." -Pope Benedict XVI
- 6) "I can't spend all my time with my birth certificate plastered on my forehead." -Barack Obama, President
- 7) "If you touch my junk, I'll have you arrested." -John Tyner, software engineer airline passenger
- 8) "Spontaneous creation is the reason there is something rather than nothing, why the universe exists, why we exist, It is not necessary to invoke God to...set the universe going." -Steven Hawking, physicist
- 9) "Play don't play G____d, people are getting sick of it. I'm getting sick of it!" -Bus Cook Brett Favre's agent
- 10) "You will be beaten upside the head with a truncheon. And that's it." -Vladimir Putin, Russian Prime Minister

Colleagues,
We are indeed very grateful to LJ for giving us the opportunity to kick off our maiden issue of the LJR Newsletter.

LJ Roth Reconstruction, Inc. was incorporated in 1976, but was founded by our president, Mr. Larry J. Roth in 1971. In line with the company's newly crafted vision statement of "Restoring Quality Living with Speed," the new LJR Management Team is starting the new decade (2011) by trying to encourage all of our em-

ployees, to be involved in our activities, to keep fully informed in our rapidly expanding business, and of course to enhance the reputation of our company.

According to Peter A. Gloor, Research Scientist at the Center for Collective Intelligence at MIT's Sloan School of Management, within a decade, the most successful companies will be those adept at unleashing the power of Collaborative Innovation (COIN) or what we call "swarm creativity." These are the companies

that give power away, in order to gain power – be it as growth in market share, in revenue, or both. These companies trust the principles of self-organization, ethical behavior, and collaborative innovation. At the heart of COIN is the creation of self-motivated teams, a collective vision and the sharing of ideas, information and work. This is what the LJR Newsletter is all about.

We encourage everyone to send articles that are informative, passionately positive and stimulating to the mind. Some examples are already provided in this maiden issue.

A Community Standout

By Sue Clark

This year Alexandria Edwards, daughter of Rob and Jodi Edwards and Granddaughter of Susan Clark and Bill and Helen Edwards of Columbus Junction, graduated from Columbus Community High School. Upon completion of High school Alex was awarded the Christina Hixon scholarship. This scholarship is available to high school seniors graduating in 2010 who will be entering first-year students at Iowa State University in Fall 2010. The scholarship may provide 100 undergraduates with half-tuition scholarships (estimated value of more than \$14,000 over eight semesters). Selection is based on the student's county, eligibility and potential as demonstrated

through the application, letter of recommendation, and financial need analysis. Students may major in any curriculum and must maintain a 2.00 cumulative grade point average for renewal. One award was issued per county. If a county had no suitable applicants, an award was not to be made for that county. Lucky for Louisa county miss Edwards applied.

While in high school Alex was very active in basketball, volleyball, softball and track. She was active in National Honor Society and was President her senior year. She participated in FFA, student council, Science and Math Club and was on the honor roll throughout her high school ca-

reer. She ranked 7th in her high school graduating class. Alex is now a freshman at Iowa State University in Ames, Iowa where she is majoring in Animal Science.



"Congratulations to Alexandria Edwards!"

WHATEVER IT TAKES

By Steve King

When Cenen said he would put together a newsletter my first thought was this would be a great chance to say some things I've been thinking about for a while.

I've been in the office at LJR for a little over a year now; it's been fun at times, stressful at times, but always interesting. The thing that's been on my mind and I haven't

expressed is how great the people at LJR have been to work with. As most of you know I had a business similar to LJR. While we had great people there, I've never worked with so many people so willing to do whatever it takes to get the job done. This can do attitude is so important in our business, we are often asked to do crazy things, at crazy times of the day or night. Our ability to

do these things is what sets us apart from other companies.

I can't say thank you often enough so if you don't hear me say it, always know I admire and appreciate what everyone does here to make LJR a better company.

Thanks, Steve
Steve King

LJR Marketing Through Education

by Benjamin Jewell

You can Google Education Based Marketing or any combination of the words, and you will find a thousand articles on the topic. From publishing, to blogging, to tweeting, to hitting the seminar circuit, no matter what your business, if you are a marketer then there is an education based angle for you. This band wagon is cruising through the U.S. gathering support from the corporate sector and "ma and pa's" alike. Does it work? Well it does today and it makes sense. "Teach a man to fish and he'll never go hungry," right? Well how about, "Teach a man to fish and then sell him a pole". Not just any pole, but the best pole. The pole that will help him to catch the most fish, in essence equipment that will enrich his life. And that is what we're all about, educating then equipping. If

insurance agents need taught then we will teach them. If consumers need taught then will teach them. Will it cost us? You bet ya! Will our students come back to us with open wallets the next day? Probably not. Will they ever? Statistics say yes. If you don't believe me ask our friend

more than just printed ads and corny radio commercials. It must be paired with the very best marketing the very best teaching. So be it consumers, agents, or RECs they can learn how to solve their problems and enrich their lives. And when they're ready to buy the very best



Google. And they should! Look at the care, the effort, the expertise that you put in to your work, that we all do, it demands

pole, we know where they can find it!!

2011 Event Calendar

-January 3 – Start of New LJR Human Resource Strategy Review

-January 17-21 – Executive Team Strategy Review: Results of April 1 to December 31, 2010 Operation

-January 31 – Deadline of W-2 & 1099 Statements

-February 4-6 – Strategic Planning Seminar for the Executive Team

-February 15-18 – Executive Team Strategy Review: Inputs for Business Plan FY 2011 – 2016 and Budget for FY 2011-2012

-February 21 – Approval of LJR Budget for Fiscal Year 2011-2012

-March 15, – Approval of LJR Business Plan for FY 2011-2016

-March 31 – End of Fiscal Year

-April 4-8 – Executive Team Strategy Review: Results of Fiscal Year 2010-2011

-April 15 – Deadline for filing of Individual Income Tax Return

-May 2-6 – Executive Team Strategy Review: Results of April Operation

-June 2 – Approval of New LJR Human Resource Strategy



2011 Event Calendar

-June 6-10 – Executive Team Strategy Review: Results of April 1 to May 31, 2011 Operation

-July 11-14 – Executive Team Strategy Review: Results of April 1 to June 30, 2011 Operation

-July 15 – Deadline for filing of LJR Corporate Income Tax Return

-July 23 – Corporate Family Retreat & Summer Outing

-August 5-7– Executive Team Corporate Retreat & Review of Results of April 1 to July 31, 2011 Operation

-September 5-9 – Executive Team Strategy Review: Results of April 1 to Aug. 31, 2011 Operation

-October 10-14 – Executive Team Strategy Review: Results of April 1 to Sept. 30, 2011 Operation

-November 7-11– Executive Team Strategy Review: Results of April 1 to Oct. 31, 2011 Operation

-December 21- Company Anniversary Celebration

-December 28– Year-End Party & Outstanding Employees' Awarding

Premier
restoration

Lesson Learned by Ben Jewell

A little over a year ago I was huddled around a torpedo heater on a cold winters day eating my cold Campbell's Chunky soup and listening to my fellow employees complain about management. The whole time knowing I would soon turn in my two weeks and begin a new adventure. Fast forward one year, who would have guessed I would be biting my finger nails wondering if I was the topic of cold complainers. I look in the mirror and I no longer see a person who could

barely contain his excitement at the thought of grueling exec. meetings and long nights crunching numbers. I no longer see a person who surrounded himself every spare moment with management books and finance magazines, trying to get a little more knowledge. Now I see person who occasionally reminds himself, "You want this". The excitement is not gone– it's just more focused. The desire to learn has not vanished - the time to do so has just shortened. At the end of the day, all the

doorstops I read and mentors I listened to really did keep me from being overwhelmed by challenges. However, what no book or person ever tells you before you step into management is, "When your up against it (which happens often), put your big boy business pants on and just quietly figure it out". That and, "There is no crying in baseball".

HARD AT WORK!



Financial Finish Line

"Next year, the forces and challenges facing our company will even be greater as we focus our sight to an expanded operation." LJ

Contracts Sold	2010 (April—Dec)	2009(April-March)
Restoration	199	201
McCoy	69	75
Premier	26	19
Gross Profit	38%	35%

"LJR Inc.,

Fellow employees we have three months left in our fiscal year, and as you can see we are hot on the heels of last year. Premier has already passed 09, and McCoy and Restoration should have no problem surpassing 09 by a landslide. Even with increased work we have still managed to raise our company GP 3% from last year, with three months left to make it even better! Congratulations Team, even facing a down economy, and outside pressures we have done more than just get through hardship, we have gotten better! Thank you for your continual efforts to remain the best!"

Merry Christmas,
Finance Team



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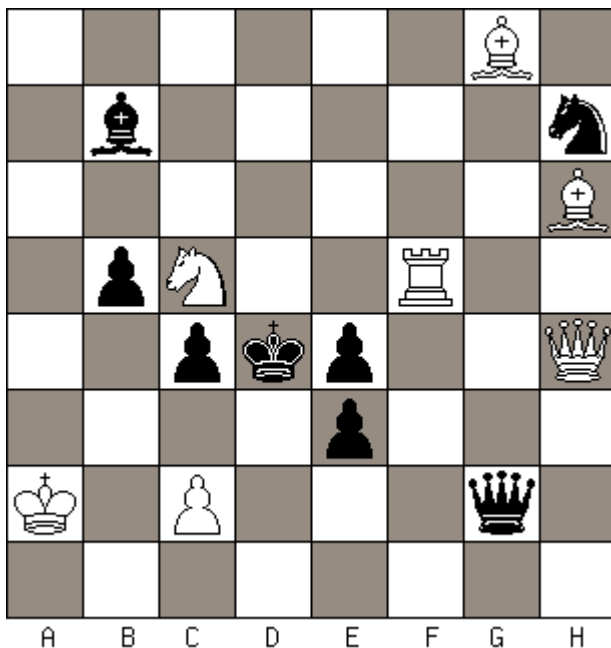
Investments and
Retirement Planning



"I have 1,872 Facebook friends, so I figure at least ONE will be willing to support me in my old age!"

White to play and mate in three moves
(Special Prize for the First Correct Answer)

Neil Reichenbach versus Cenen Herrera

**Company Profile: Kelli McDowell**

Kelli has worked part-time at LJ Roth Restoration for over two years, and also at Hy-Vee for over four years. She is a full-time junior at Iowa Wesleyan College in the nursing program. She has been on the dean's list for five semesters and received the Gerald Lane Scholarship for the 2010-2011 academic year. After she graduates, she plans to become a registered nurse in an area hospital in the labor and delivery department. In her spare time she enjoys horse back riding, reading novels, and spending time outdoors.

