Lichtefeld Inc.

Old Ideas Aid Company's Success

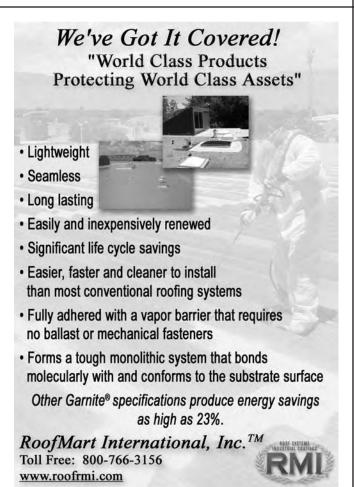
It is rare to find an 88-year-old company is owned and operated by fourth-generation family members. Lichtefeld Inc. has certainly withstood the test of time, while overcoming challenges that would close other businesses. It is more rare to find a company that abides by the ideas of honesty, integrity, family and old-fashioned, one-on-one customer service. It is these ideas that have secured the company's staying power.







Circle #51





By RACHEAL TAFELSKI ASSISTANT EDITOR

Lichtefeld Inc. is headquartered in Louisville, KY, and serves the Kentucky and southern Indiana area. The company is family-owned and operated. Because of this, the owners Paul Lichtefeld Sr., Paul Lichtefeld Jr., Stanley Lichtefeld and Mark Lichtefeld, all wear many different hats. Sales, estimating, project management, marketing, human resources, accounting, budgeting, financing, web management and permitting, and safety are responsibilities each owner has had at one time or another.

Since Lichtefeld is a developer as well as a contractor, it is a single-source provider for site selection, land acquisition, financial planning, proforma planning, budgeting, design work, permitting, estimating, project management, supervision, project construction, project completion, certificate of occupancy acquisition, move in assistance and complete 'turn key' services. The company's specialty is designing buildings that fit into a client's particular budget and needs.

Total gross sales volume and metal construction gross sales volume rose \$2 million each from 2003 to 2004. Tonnage increased over 100% over the year as well, with 552 tons of steel purchased in 2003 and 1,114 tons in 2004. Perhaps part of the reason for this success lies with the company's supplier

The company has been affiliated with Butler Mfg. for 35 years. Paul Lichtefeld Jr., vice president of construction, explained, "Lichtefeld Inc. prides itself on the reliability and integrity of Butler's products, which meet the toughest criteria of independent authorities such as Underwriters Laboratories, Factory Mutual and U.S. Army Corps of Engineers."

Lichtefeld not only enjoys the quality of Butler's products, but also its selling programs. Paul noted, "Butler Mfg. offers sales tools that allow builders to visually sell Butler metal products. We believe that a picture is worth a thousand words. We use many visuals for selling. We use many videos and testimonials via Powerpoint presentations provided by Butler."

Lichtefeld estimates its projects are 65% commercial/industrial, 20% institutional, 5% recreational and 10% other. Of those projects, 90% are design/build and 10% are bid/spec. Paul explained, "Lichtefeld Inc. is a lean organization. Because Butler Mfg. understands the design-build process of



Lichtefeld Inc.

The L & J Investments project in Simpsonville, KY, was begun in April 2003 and was completed in September 2003.



construction, we use Butler as a partner on our team, not just a supplier. Their estimating and sales philosophies go hand-in-hand with our methodology of sales and construction management."

Company History

Lichtefeld prides itself on its personal touch and honesty. This attitude is at the core of the company's business and its storied history.

The company, which was founded in 1918, began when a partnership was formed between two young entrepreneurs: Fred J. Lichtefeld and Fred Metzner.

Paul said, "Born in 1895, Fred J. Lichtefeld began his career as a carpenter apprentice at the age of 15 working for the Frey Planning Mill Co. Fred Metzner worked as a bookkeeper for the company. The two became friends and decided to begin a new venture in the construction business. The partnership, called Lichtefeld Metzner & Co., was established in 1918. Metzner was responsible for the in-office duties of accounting and estimating while Lichtefeld handled sales and hands-on field construction management."

Lichtefeld and Metzner began their business by taking home repair, remodeling jobs and handling small projects early on. The company's reputation for quality construction practices spread quickly throughout the area and the company expanded its capabilities into the custom home building in the early 1920s. Gradually, the company began working on large upscale homes and became recognized as one of the most reputable home builders in Louisville.

One of the company's homes was the Speed home. When the owner opened the Speed Indiana Cement Co., he hired Lichtefeld to build and develop a small home subdivision for his employees in the Speed, IN, area. Lichtefeld Metzner & Co. built most of the homes in that development.

The Great Depression in 1929 was the demise of the construction industry and the partnership. Fred J. Lichtefeld reverted back to his roots by doing what he knew best. He used money he had saved for his children's education to buy materials for small home repairs. Sometimes Fred J. would barter in trade for food or clothing for his family during these tough times. Lichtefeld ran the company through the days of the depression



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until his son Stanley F. Lichtefeld came into the business to give his father a hand. This was the beginning of what would become the Fred J. Lichtefeld and Son Construction

Stanley F. Lichtefeld, the only son of nine children, came into the family business in the 1930s. After graduating from high school, Stanley began working for a meat packing company and later joined his father in the construction business. In 1935, Stanley acquired the responsibilities of bookkeeping and estimating, as well as office management. Stanley helped grow the business back to the same reputable residential construction company the Lichtefelds had been known for in the 1920s.

The beginning of World War II proved to be another turning point for the business. In 1944, Stanley was drafted by the U.S. Navy. Stanley's father suffered a heart attack while he was away at war and, fearful of losing the business, the family requested that Stanley be released from the Navy to run the business. Stanley was released with an honorable discharge from the Navy about the same time WWII was ending.

The company continued upscale home building through the 1950s in Louisville. Because of their reputation for quality work, the Lichtefelds were asked by reputable architects to bid on new church construction. This was the beginning of the company's commercial, office and industrial project construction.

The company's third generation began after Stanley's oldest son, Paul Lichtefeld, decided to join the family business. He chose to take the company in a new direction, leaving the home building business. Paul grew the business by partnering with Pruden Building Systems. During this time, Paul gained knowledge regarding fast tracking, value engineering and design/build selling techniques. Because of his success in the pre-engineered building business, Paul was approached and recruited by the leading pre-engineered building company in the country. Impressed with Butler's product line, Paul decided to partner and sell buildings for Butler Mfg. Co. in the mid 1970s. Paul learned a great deal from the company regarding improved sales techniques using Butler's design/build method of construc-

Paul Lichtefeld has been since joined by his three sons—Paul Jr., Stan and Mark—in the family business. Paul Jr. noted, "Construction of office, commercial and industrial buildings has been a way of life for the Lichtefeld family for over 75 years now. Family members have kept this tradition of excellence and integrity constant throughout the years. Their fundamental belief is to give each project, regardless of size and cost, the same quality construction as if it were their own. Their dedication to clients never ends as they stand behind their workmanship years after a project is complete."

He continued, "Lichtefeld has always prided itself on honesty, integrity, family and customer service. Our goal is to provide one-on-one customer relations throughout the entire project process. We assure our



clients that they will always be dealing with an owner of the company during the construction process. This has remained constant over the years."

Keeping Customers

Customers are an important part of any business. Lichtefeld estimates the 60% of its business comes from repeat customers and another 40% come from referrals. Lichtefeld ensures customer satisfaction by offering a 24-hour hotline for emergencies. Paul Jr. explained, "We provide a list of all the contractors used on the job with address, phone number and contact name to the client after the project is complete. We pro-



The Kenway Distribution Inc. project was built with a Butler hybrid system.



vide the owner with operator/maintenance manuals at the end of the job with a full set of 'as-built' plans so everything is up to date at the end of the project. Because we've been around Louisville for over 88 years, we provide an 'at your disposal' attitude, meaning that if you ever need us, we are always there to give you support, years after the project is complete."

The company feels that longevity, reputation and experience sets it apart from its competitors. Paul Jr. explained, "Our unselfish attitude to share what we've learned over the years is our strength. Lichtefeld Inc. is dedicated to quality, honesty in understanding and meeting the needs of our customers. We build and develop facilities that deliver the value our customers deserve."

Part of the success of the company is its employees. Lichtefeld has 19 employees, which includes two project developers, four project managers and management, five superintendents, four support staff, two designers and two field crew members.

The Houston-Johnson Inc. project in Louisville, features 6,500 sq. ft. of office space and 76,000 sq. ft. of warehouse space.



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with a built in fender washer like washer
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T-5s provide many advantages over their
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 The screw shank is a #14 diameter vs. the common #12 diameter. The larger er #14 diameter will provide better pullout and shear values than the #12 diameter screws.

2) The giant washer face measures %" O.D. It provides superior pull-over values and creates more than 100% additional bearing area as compared to the common "\" O.D. washer face (.3066 sq.-in, vs. .1502 sq.-in.).

Milled thread reliefs insure that the threads will tap quickly and reliably every time.

4) The extra stout head of these fasteners measures a whopping 37% taller than their puny #12 brethren. This extra stoutness of the head height allows the screwgun's torque to be more efficiently transferred to the screw's drill lip. It also <u>ELIMINATES</u> the wobble that is frequently experienced when one is starting the drilling process. Usually the operator experiences an increasing amount of wobble (and frustration!) when using longer arrows. Full that problem is before.

screws. But that problem is history.

These stout T-5's do not wobble as one starts drilling them. In fact, these screws are installed with one hand on the screwgun. Period. The second hand does not need to be holding the shank of the screw steady. This one hand operation is true for all Fenderheads, including the longest.

Due to the "" washer face, some contractors have used this screw for decking in fleu of burning "s" puddle welds. This eliminates the aggravation of testing weld quality and eliminates the hassle of repairing weld burn throughs.

Fenderheads are available in lengths of 11st, 21st, 3", 4", 5", 6" and 8", 4" and under are fully threaded. Stocked with a metal backed EPDM washer and without the EPDM washer. Screws have a 1000 hour salt spray premium coaling.

IMPORTANT INSTALLATION INSTRUCTIONS:

1) When drilling through 's' or thicker steel it is very important to use a slow rpm/high torque screwgun. A DeWalt 269 with 1,000 rpm's is a perfect example of a suitable tool. If you use the very common 2,500 rpm screw gun (DW268) or 2,000 rpm screwgun (DW267) to drill into 's' or thicker steel then you will prematurely burn up the motor in the screwgun. Plus, you will burn up the points of your screws at an unacceptably high rate.

Everyone knows that there is a direct trade-off between high speed and high torque. When drilling thick steel, high torque is what you need!

2) Installation pressure must be light, 30-40 lbs. of force is all that need be applied to these ultra-premium screws. Just like the finest quality drill bits, these superior screws work best when one allows the screw to do the drilling and the work.

With a 1,000 rpm screwgun and the proper force of 30-40



Actual size photo comparing 12-24 x 1½" T-5 vs 14-20 x 1½" Fenderhead.

lbs. of pressure, your screw failure rate will be less than 1%.

When drilling "a" or thicker steel, the synergistic benefits of coupling these premium T-5's and a 1,000 rpm screwgun are many: 1) less fastener waste 2) easier fastener installation 3) worker productivity increases since the down time is eliminated in which the worker walls for the tool to be cool enough to pickup 4) worker satisfaction improves by providing the right tool for the right job 5) the unnecessary costs associated with premature motor burn up is eliminated 5) you WILL spit out 1'+ waste curts of steel. This fact reinforces to the operator that this is a highly efficient drilling process 7) particularly difficult applications such as drilling through dead-air trapped between two pieces of steel are greatly simplified, in numerous

tests not once did the paint chip, split or burn off in this difficult application.

Amazingly, these stout T-5's were installed using a DW269 through "" thick steel into another piece of "s" thick steel with "s" of space between the two plates of "s" steel. Our competitor's screw could not perform this very difficult application.

#14 dia) that you buy — you may purchase a DW269 for ONLY \$99! The screws and tool(s) must be ordered at the same time.

If you currently do not own any DW269s — we are not suggesting that you need to buy more screwguns. On the contrary, instead of company X buying say 30 DW268's each year, we are suggesting that company X should buy 20 DW268's and five DW269's. By buying the right tool for the job, your annual screwgun purchases will decrease not increase.

The DW269 can drill any point — from T-1 to T-5. But for the very most common drilling applications of 'w' and lighter steel, the DW269 is not as efficient as the DW267 or DW268.

Some customers tell us that they use a 10 impact wrench to install T-5's. Although not recommended, an impact wrench will quickly install a T-5. But the user must be cautioned to not over torque the screw. An impact wrench can shear the head off the screw during installation. An over torqued screw head could create excessive stress on the screw. This stress can fatigue the fastener over time resulting in potential fastener failure after installation.

Who Loves Fenderheads?

Stan Eubanks, Senior Erection Superintendent for Butler Construction says:

"We used over 200,000 Fenderheads on a 1.175,000 sq. ft. roof. I was very improved with the fusteners' drill speed and overall performance. I expect to use them on many future projects."

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Lichtefeld provided construction services for the Anderson Monsour project in Louisville.

The average tenure in the Lichtefeld team is approximately 15 years. Paul Jr. said, "Loyalty and longevity, coupled with a family work environment, best describes the level of experience within our organization. Our mission statement includes the well being of

than an employee to the company. We recognize the commitment that they have made to be a part of our fourth generation. As owners, we recognize that our people are the compa-

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our employees and their family members. We want our team to know that they are more



ny and that is part of our company's success." Paul Jr. continued, "We offer the ability for our employees to continue their education as they wish. We are members of the

Associated Builders And Contractors and utilize many of their offerings such as supervision classes, project management, estimating, CPR, safety classes, etc."

Another key to the success of the company is its marketing. The company website, lichtefeldinc.com, gives an overview of the company. In the officer's section, you can hear about the early days of the company from second generation owner Stanley Lichtefeld. Clients can also input basic building requirements for a quick quote and Lichtefeld will send them a quote for the project.

Aside from marketing itself on the web, Lichtefeld also uses radio commercials, direct mail, job signs, truck signage, yellow pages, magazine advertisements, church bulletins, real estate advertisements, 'for lease signage', and community and charitable contributions to market itself. The company is also planning on using television ads this

Paul Jr. accredits the company's success in marketing to the company's slogan. He stated, "All successful companies have a tag line for slogans that people can identify with. Our slogan is 'let Lichtefeld handle the business of building while you handle the building of your business'. It is meant to soothe the stress that society imposes on business owners to be successful. Typically our clients are 'busting at the seams' so to speak, such as entrepreneurs that have outgrown current facilities. Many customers don't have time to handle realtors, planning and zoning, civil engineers, architects, space planning, financing, budgeting, and sometimes re-zoning which are all items required to develop a project. Our slogan was developed to leave an impression in the client's mind. Its purpose is to enlighten the client as to how valuable their time is, it's meant to send a message. Since the client is good and successful at what they do, let Lichtefeld Inc. do what they are good at, and take the stress away from a client."

Lichtefeld expects a 10% sales increase this year. Paul Jr. said, "Our market has been flooded with promising activity. New projects are coming in-house at a steady rate. We expect to continue an upward trend in construction as long as interest rates remain low and inflation stays in check."

A list of recent projects completed by

Lichtefeld Inc. provided design/build services for this 8,000 sq. ft. multi-tenant retail center. The project was built using a structure from Butler Mfg. Co., an MR-24 roof system, wall systems with a Butler texture coat, wall panels and Dryvit, and 8" block masonry. Storefront glass systems were used and interior space was ready for tenant finishes. The project began in March 2004 and was completed in August 2004.

L & J Investments-Simpsonville Town Center, Simpsonville, KY: The multi-tenant strip center was started April 2003 and completed September 2003. The project consisted of a 10,000 sq. ft. strip shopping center ready for five tenants.

A Butler engineered building system with machine-seamed MR-24 roof system was used on the project. It also used brick and block, storefront glass, stucco façade, metal Spanish tile, concrete, insulation and metal wall panels. Lichtefeld designed and built the project and provided interior finishes for five tenants.





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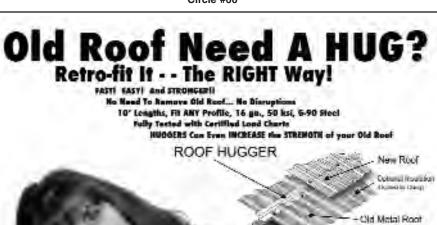
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Regal Retail Center, Louisville, KY:



Lichtefeld provided design/build service for the Regal Retail Center in Louisville.



Kenway Distribution Inc., Louisville:

Kenway Janitorial and Distribution Co. needed a 50,000 sq. ft. office and warehouse facility. Lichtefeld Inc. designed and built a 40,000 sq. ft. warehouse using a Butler steel hybrid system, which used a Delta Joist/Landmark 2000 hybrid steel system with 4" of insualtion, MR-24 standing seam roof system and concrete tilt wall façade. Five docks, levelers, seals and safety gates were included on the project.

The 10,000 sq. ft. office consists of a



Lichtefeld Inc.

lights, loss prevention gates, stop-go lights and insulated overhead doors with view lights.

Christian Academy Louisville, Louisville: The 49,279 sq. ft. project features a 15,000 sq. ft. multi-purpose gym and 34,274 sq. ft. two-story educational facility. The project used a Butler Wide Span building with colored MR-24 and VSR Architectural Panel roof systems. Masonry and a BRII wall panel system were also used on the project.

MCN

two-story structure with 5,000 sq. ft. per floor. The office used masonry block, bar joist and concrete floors. Storefront glass accents, lighted mansard overhangs, glass vestibules and many extras concerning paint, wallpaper, carpet accents, ceramic tiles, janitorial training stations and sales cubicles were included on the project. The building was started January 2004 and completed November 2004.

Anderson Monsour, Louisville: This 25,000 sq. ft. office facility was built for Sid Anderson and Dave Monsour. The building used was manufactured by Butler Mfg. It also used an MR-24 standing seam roof system, storefront glass window walls, exterior insulated finish system, brick and block. The Lichtefeld team provided construction services for the project, which was completed in winter 2000.

Cummins Cumberland Co., Louisville: This 40,000 sq. ft. office warehouse for Cummins diesel engines consisted of 12,000 sq. ft. of office space inside of a two-story concrete tilt wall building designed by the Lichtefeld team. The project was completed in winter 2000.

Simpsonville Fire Department Station #1, Simpsonville, KY: The project consists of a 9,000 sq. ft. garage and 8,000 sq. ft. of office/miscellaneous use space.

The building is a Butler Wide Span facility with an MR-24 roof system. It has masonry, BRII and a texture wall panel system. Additional materials include block and storefront glass. A two-stop elevator, truck water fill stations at every bay, and a radiant heated garage are included in the design. Lichtefeld Inc. and Berry-Prindle Architects designed the project, which was engineered by Butler Mfg. and Milestone Engineering. The project began in September 2005 and was completed January 2006.

Houston-Johnson Inc., Louisville: This 82,500 sq. ft. office/warehouse facility was built for an auto truck part distribution center. It features 6,500 sq. ft. of office space and 76,000 sq. ft. of warehouse space. A Butler structural steel system and Hardmark 2000 on a tilt wall bearing system was used for the project. An MR-24 standing machine seamed roof system with a concrete tex flex painted tilt wall system was also used on the project. The second phase of the project began in January 2006 and is expected to be complete in July 2006. When complete, the 120,000 sq. ft. facility will be equipped with mechanical dock levelers, dock locks, dock

