

THE BUSINESS OF BUILDING

A PUBLICATION OF LICHTEFELD, INC.



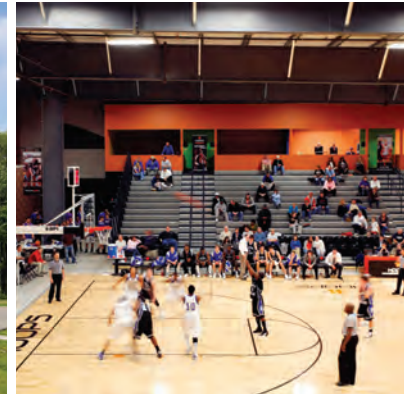
Quality Service
A Family Tradition
pg. 4



All About Kids



Christian Academy — Southwest Campus



Hoops Basketball

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THE BUSINESS OF BUILDING

90th Anniversary Edition

LICHTEFELD, INC.

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Stanley H. Lichtefeld

Vice President

Mark Lichtefeld

Mission Statement

Lichtefeld, Inc. is a fourth generation family-owned and operated company dedicated to quality and honesty in understanding and meeting the needs of our customers. We build and develop commercial and industrial facilities through professional turnkey services that deliver the value our customers deserve. Customer service is our number-one priority. Lichtefeld is built on personal relationships with our customers and our employees. We encourage professional growth in a positive work environment, which ultimately leads to increased profitability and long-term stability for our employees and their families.

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A Message to Our Readers

90 Years and Counting

It is with great pride that we present this edition celebrating our 90-year anniversary. Experience and honesty are the foundations of our heritage that began nearly a century ago. During the last 90 years, Lichtefeld, Inc. has evolved to provide our customers with superior services far beyond just construction of facilities. We are committed to a “hands-on” approach to meet our clients’ needs and the ever-changing challenges within the construction industry.

Lichtefeld, Inc. is committed to customer satisfaction and establishing long-lasting relationships with everyone with whom we come in contact. We are grateful for the support and thank our owners/developers, employees, architects, engineers, consultants, subcontractors, financial institutions, real estate brokers, insurers, attorneys, suppliers and trade associations that partner with us.

We are confident that we will continue to be successful with our new and existing customers as we begin our next decade. Lichtefeld, Inc. will deliver your next project in a manner that ensures you are receiving the very best value for the dollars you invest.

Enjoy this edition celebrating our 90th anniversary. We hope you will select Lichtefeld, Inc. as your next partner to meet your construction needs.

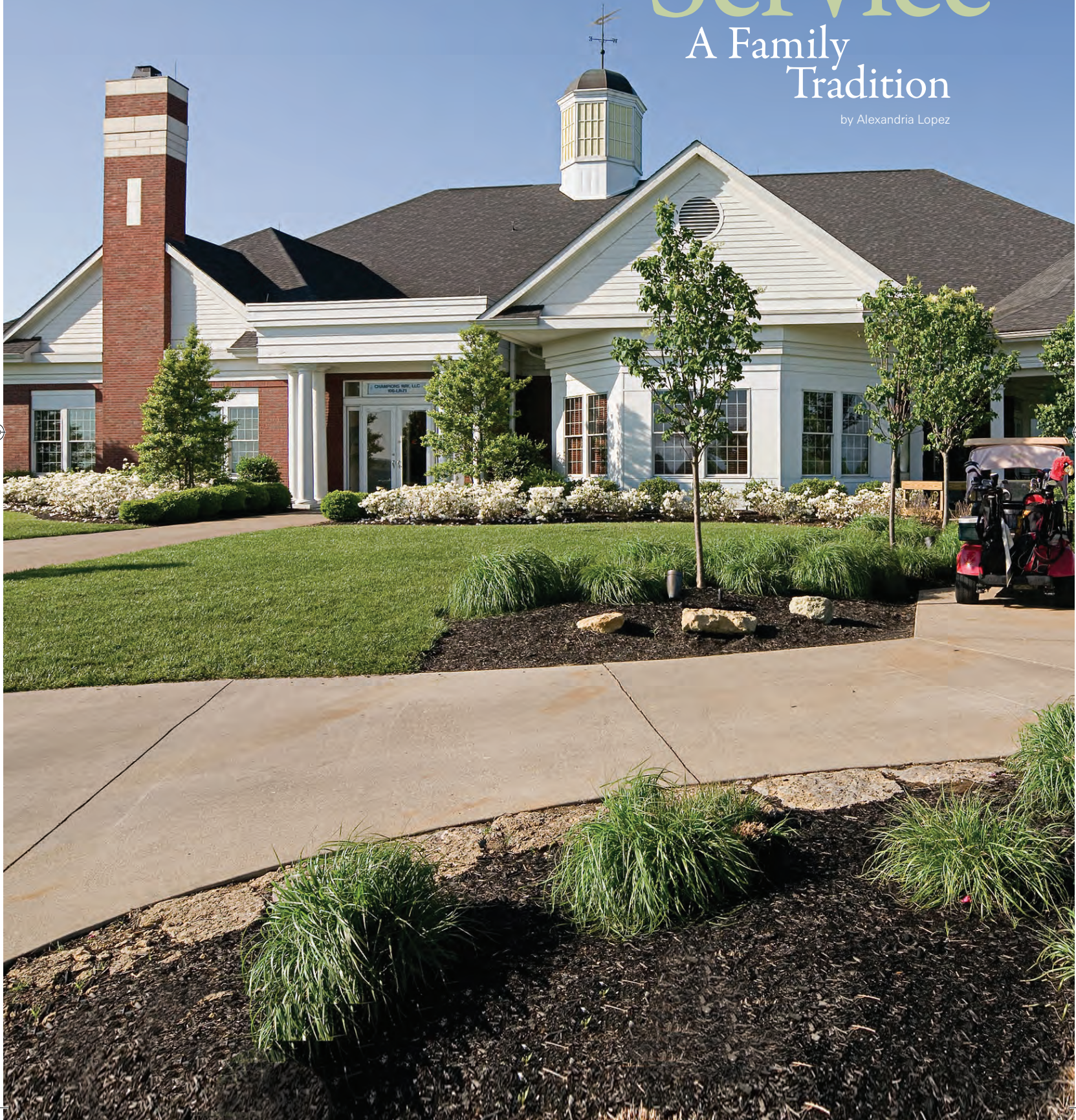
Sincerely,
The Lichtefelds




Quality Service

A Family Tradition

by Alexandria Lopez





The Great Depression
and both World Wars.
The completion of
Mount Rushmore and
the Lincoln Memorial.
The development of
the Hoover Dam and the
Empire State Building.

Cardinal Club

Lichtefeld, Inc., founded by Fred J. Lichtefeld, was established before any of these events took place. Now, more than 90 years later, the company has survived, thrived and, above all, remained a family-owned business.

Though a family tradition for nearly a century, Lichtefeld Inc. originated as a venture between friends. In the early 1900s, Fred J. Lichtefeld, then a carpenter's apprentice at the Frey Planning Mill Company, befriended Fred Metzner, one of the business' bookkeepers. In 1918, the two founded a new company together, with Lichtefeld focusing on the partnership's construction and sales while Metzner handled the accounting and estimating responsibilities. Their business venture was called Lichtefeld Metzner & Company.

Initially dealing exclusively in small-scale home repair and remodeling projects, the company quickly developed a sterling reputation as quality builders. This led to further expansion into the residential sector, and in the 1920s, Lichtefeld Metzner and Company built homes in several of Louisville's upscale neighborhoods.

Unfortunately, with the advent of the Great Depression, the fledgling company faced setbacks. Metzner, who was fully invested in the stock market, no longer had the funds to maintain his percentage of ownership. Lichtefeld suddenly found himself without a partner. The company survived the economic downturn with Fred Lichtefeld at the helm, who remained the sole owner until his son, Stanley F. Lichtefeld, joined the business in the '30s, ushering in the age of the Fred J. Lichtefeld and Son Construction Company.

Stanley initially served as the company's office manager, bookkeeper and estimator, and his expertise helped the company bounce back from the effects of the Great Depression. However, in 1944, Stanley was drafted into World War II. During his service, Fred suffered from a heart attack, and Stanley returned home with an honorable discharge in order to ensure the business' survival. From this point forward, Fred primarily handled office responsibilities, while Stanley turned his attention to field procurement and management.

The Lichtefelds continued to flourish and prosper, building upscale homes and expanding into church construction. This departure from the company's roots marked the beginning of Lichtefeld's commercial era, which would be fully realized with the addition of Stanley's oldest son, Paul A. Lichtefeld, to the family business. Paul's decision to move the company's

Kenway Distribution, Inc.



emphasis from residential to strictly commercial construction was arguably one of the most important of Lichtefeld's 90-year history, leading to a partnership with Butler Manufacturing Company that continues more than 30 years later.

In its modern incarnation, Lichtefeld, Inc. remains a family affair. Paul A., now known as Paul Sr., has been joined in the business by his three sons, Paul Jr., Stan and Mark. Paul Lichtefeld Jr., vice president of construction, suggests that it's the family's ability to "divide and conquer" within the business that has led to their longevity. "One of the reasons we have been successful is that we each have our own clients, we do our own selling, and we have our own market niches. We rarely cross wires in the office with regard to the day-to-day operations."

Lichtefeld, Inc. has now spanned four generations, an accomplishment that Stan Lichtefeld, secretary/treasurer, says means the most to him. "Most companies change hands. Business can separate family members within and outside the business." Statistics support Stan's statement: in an article published on May 3, 2004, *The Boston Globe* reported that only 40 percent of family-owned businesses

are passed on to the second generation, 12 percent continue to the third generation, and a meager 3 percent survive to employ the fourth generation of family members. Clearly, the Lichtefelds are doing something right.

According to customers and colleagues, that "something right" is their commitment to service. David Brill, principal, COO and co-founder of Hillsdale Furniture, worked with Lichtefeld, Inc. in 2008 to get his company's new 300-square-foot warehouse built-out and operating in less than 60 days. Despite the tight time constraints, Lichtefeld, Inc. met their client's needs handily. Brill describes the Lichtefelds as "easy to work with" and "accessible," commenting, "When they make a commitment, they live up to it."

Unlike many construction companies, Lichtefeld, Inc. personally invests in its projects. "Every project we build is personally managed by one of the owners of the company. It's always a one-on-one relationship," Stan Lichtefeld asserts. It is common to see a Lichtefeld visiting a job site, a tendency that Ken Crutcher, president of Kenway Janitorial, says "gives you a lot of confidence that they are on top of what's happening."

Doug Mann, an attorney who has handled acquisitions for Lichtefeld, Inc. for nearly 25 years and worked closely with Paul Sr., praises the Lichtefelds for their dedication to their projects and customers. "You always hear people say 'Your word is your bond,' but that's really how Paul Sr. runs things. I have a lot of trust in Paul, and the company personifies Paul and the boys; you can put a lot of faith in the name Lichtefeld. Lichtefeld, Inc. really personifies faith and trust."

Clients respond positively to their trustworthiness. Crutcher, who worked with Lichtefeld, Inc. in 2004 to construct a new building for Kenway, notes several aspects of the Lichtefeld construction process that gave him faith in the company. Primarily interested in the design and quality of the building during construction, he comments that the Lichtefelds really listened to his needs and created a finished product that met them. "They didn't give me a cookie-cutter approach ... their design-build process got us the facility we needed. Once you have an opportunity to work with them, you'll never look anywhere else."

Kevin Grove, senior vice president and partner at CBRE Louisville, has done much of the real estate brokerage for Lichtefeld, Inc., especially Paul Sr., whom he has known for 26 years and views as a mentor. He credits Lichtefeld's commitment to customer service for their continued success. "They're fourth-generation — that says a lot for a company. When you have that kind of longevity, I think it speaks volumes for your ability to keep your clients happy."



More Than 90 Years of Success

For nearly a century, LichteFeld, Inc. has proudly remained a family-owned and operated business. With four generations of success stories, LichteFeld thrives by remaining focused on customer attention. Client satisfaction is the top priority for success for the LichteFelds, and the gratitude their clients extend is countless.





Arbor Ridge



Shops at East Point



Goulds Retail Center

Your presentation and followthrough were of the utmost in professionalism. Your personnel and your subcontractors were extremely polite and diligent in their work.

Your project manager, Andy Gupton, **kept me informed every step of the way** to completion of the project. Your on-site foreman, Tony, was as accommodating as one could possibly be. I want you to thank them for me personally, for making this project as seamless as possible.

Ed Gould
Gould's Discount Medical

Jamfest Events



In October 1999, we signed a lease with Computer Galaxy to lease space at the Theatre Building. We immediately put pressure on your construction crew by setting a December 10 move-in deadline. ... Your construction crew met this challenge head on. Not only did they meet our move-in deadline, but their **workmanship, communication and versatility** far exceeded our expectations.

The superintendent's working relationship with other members of the construction crew was evident in the fact that there was no down time in construction.

Our congratulations on a fine crew! I'm sure you realize what a valuable asset they are to your company.

Kate Micou
Office of the Federal Defender

McCall Spero



Eclipse Bank



CHURCHES & SCHOOLS

[Mark], your personal interest and cooperation made a lengthy, and somewhat trying, project, go so much easier. You demonstrated to me and the board a standard of excellence, understanding and patience. **You were always accessible and available.**

Ralph I. Tilley
Wellman Memorial Wesleyan Church



We at Ballardsville Baptist thank the Lichtefeld Construction Company for a beautiful building, both inside and out. Their help in planning, building and finishing **was nothing short of a miracle.** The whole process was as trouble-free as it possibly could have been.

Harley Winters, Ken Rowe and Jeep Whitehouse
Ballardsville Baptist Church





It was a **quality job** by a **quality company**.

When our new school project initially came in over budget, we consulted with Lichte-feld to Value Engineer the project. They creatively designed certain aspects of the project to bring cost down while delivering the same

overall concept that we required for operations. There were no surprises. It was a quality job by a quality company. When it comes time to build Phase II of this project, we will definitely turn to Lichte-feld, Inc. for their help and experience.



Stan Franczek
Christian Academy of Louisville Board of Directors
Member, President Capstone Realty



Core Fitness

Lichtefeld Inc.'s experience in building recreational facilities made the company a perfect match for the project. And Stan Lichtefeld himself is a father with kids in competitive sports. He could relate to the need for a customer-friendly building.

Excerpt from "Packaging Energy and Excitement," *Building Profit*, Summer 2007

"We've heard many horror stories of how buildings are never done on time," [Angie Tyler, co-owner of All About Kids] says. **"But our builder was awesome. We set a date for our grand opening, and we made that date because Lichtefeld was amazing."**

Excerpt from "An Exciting Sports Facility That's All About Kids," *Building Profit*, Summer 2004



Hoops Basketball



All About Kids



All About Kids



All About Kids



Hoops Basketball

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Paul ... I want you to know that everyone associated with YMCA Camp Piomingo says thank you for all you've done to help us provide safe, clean and fun facilities in which children can live and learn.

Scott E. Ford
YMCA Camp Piomingo

In 1998, Joe and Paul were our Branch's volunteers of the year. They volunteered a lot of time and energy to clear and level a hill for our soccer field. We now have a state-of-the-art soccer field for our fledgling soccer program.

The job is truly **first class** as are Paul and Joe. I can enthusiastically recommend these men as the right kind of people to do business with.

Robert J. Sprawls, CLU
Kentucky Financial Group, for YMCA

Fastenal



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BETTER TOGETHER

Butler Manufacturing/Lichtefeld Collaboration a Win-Win Partnership

by Alexandria Lopez



L and J Investments

Some things are just better together, like peanut butter and jelly or cookies and milk. The same principle applies to solid business partnerships, where companies collaborate to highlight and complement their respective strengths, all for the customer's benefit. Butler Manufacturing and Lichtefeld, Inc. are the "salt and pepper" of the construction world, partnering for nearly 40 years to produce high-quality buildings in the Louisville-area market.

When the two companies initially established their partnership in the 1970s, Lichtefeld, Inc. was already respected for their stellar work on residences and churches in Louisville. Becoming a "Butler Builder" was the perfect addition to Lichtefeld's sterling reputation as a top-notch construction company. It takes a special construction company to become a "Butler Builder," says Tom Gregory, region sales manager with Butler Manufacturing. "We look for companies that fit our mold — a lot of industrial and commercial construction, people who do design/build, people who are financially stable and pursue the private market."

Founded in 1901, Butler not only furnishes top-notch products for their "Butler Builders" to use in the construction pro-



cess, but they also supply design/build techniques that assist their builders with selling and delivery. As Lichtefeld's Vice President of Construction Paul Lichtefeld Jr. pointed out, "Partnering with Butler in the early '70s became a turning point with regard to our construction process, as well as in terms of learning new sales techniques." Butler Manufacturing is often

credited with helping Lichtefeld transition from their early identity as residential builders to their current role as a commercial design/build contractor. With Butler's support, Lichtefeld Inc. shifted from open-market bids to negotiated contracts.

The Butler/Lichtefeld partnership is not only advantageous for the two companies. Clients also benefit from the combination of Butler products and Lichtefeld experience. When embarking on a new construction project, clients tend to have two primary objectives:

- Keep construction costs as low as possible
- Prioritize the quality of the finished product

These two concepts give Lichtefeld's clients the best value for their dollar invested.

Lichtefeld, Inc. works with clients from the beginning of the construction process to create a budget that will meet their needs and then adheres to that budget throughout construction, securing a positive outcome. Thanks to their partnership with Butler, Lichtefeld can easily erect a structure using top-of-the-line materials without inflating customer costs. Butler's 30-year gold roof warranty and MR-24 Standard Seam Roof System are two of many Butler products that, when combined with Lichtefeld's superior construction experience, ensure customer satisfaction.

A marriage between two companies of this caliber requires an exceptional amount of loyalty and respect to maintain. The relationship between Lichtefeld and Butler is exclusive — instead of going directly to market, Butler works only through their network of authorized builders, among whom they are the sole supplier of building infrastructures. "We ask them to be 100 percent loyal to us on building purchases," says Chris Carson, senior area manager with Butler. "We go out of our way to help them. I think it's a good relationship for both sides."

The exclusivity of the partnership between Butler and Lichtefeld doesn't just ensure quality for the customer; it also serves to protect each company's interests. As Gregory notes, "We're partners — we're not just some vendor that came along with a hot price, and because we're partners, we have a long-term vested interest in each other." Pursuing a win-win outcome is a requirement, not an option, because when one company succeeds, the other has a stake in their victory. "It's beneficial for both of us. It's nice when one party cares about the other one."

Lichtefeld's commitment to Butler is a natural outgrowth of the company's adherence to the Golden Rule of customer service — "treating people as we would like to be treated," as Stan Lichtefeld, secretary/treasurer, phrases



Houston-Johnson, Inc.

it. This philosophy extends to all who do business with them. Ron Dean, project engineer with Kentuckiana Comfort Center, has worked as an HVAC subcontractor for Lichtefeld, Inc. for more than 10 years and praises the company for thinking of others instead of the bottom line. "They care about the people they work for and with. Their number-one concern is their customer, and second to that is their subcontractors."

Scott Bowling, vice president of Warren Electric, another Lichtefeld subcontractor, agrees. "They're one of the best companies we've ever done work for. They're fair, they care about their customers and subcontractors, and they pay on time, every time."

Their investment in the Golden Rule has reaped dividends, as evidenced by the company's plethora of repeat business. "Most of their customers are long-term customers. Many times, Lichtefeld will start out leasing an office to a company, and 10 years later, they'll wind up building a building for them because they build long-term relationships," Dean comments. "They're in it for the long haul."

"In it for the long haul" is an apt description of both companies. Paul Lichtefeld Jr. praises Butler for their continued relevance in a changing world: "They are always on the leading edge of new research and development. They've been around for 100 years, and I think they'll be around for another 100 years, because they're interested in staying in front of their competition." As for the future of the Lichtefeld/Butler partnership? "We'll continue to be a Butler dealer for years to come," Stan Lichtefeld says. "Butler provides the highest-quality building material on the market, and they're constantly improving on their current products as well as developing new products. Butler's very loyal to their builders; they provide a lot of support to their builders. It's a good partnership."

The feeling is mutual: "I deal with 34 builders across the states of Kentucky and Tennessee, and they're definitely one of the best we have. I wish I had more like them," Carson says. "Everything they do is first-class; it's really high-quality. We're proud to be associated with them."

Going the Extra Mile

Service Leads to Success for Lichtefeld, Inc.

by Alexandria Lopez

"People don't want to communicate with an organization or a computer. They want to talk to a real, live, responsive, responsible person who will listen and help them get satisfaction." — Theo Michelson

Cardinal Club

For more than 90 years, Lichtefeld, Inc. has been at the forefront of construction in Louisville, Kentucky, specializing in general contracting and construction management for commercial, industrial and institutional building. This family-owned business has evolved through challenging economic conditions and major technological shifts to maintain its reputation as a premier construction services provider.

Typically, a Lichtefeld project begins with one or more pre-planning sessions. These sessions give clients the opportunity to discuss their project goals and priorities, as well as meet the team leader — one of the Lichtefelds, who will supervise the entire design and construction process.

While other businesses might assign a middle manager to supervise a new client's project, Lichtefeld, Inc. makes sure that their clients meet the family right away. "Every project we build is personally managed by one of the owners of the company," Stan Lichtefeld, secretary/treasurer, says. "It's always a one-on-one relationship."

Working directly with one of the Lichtefelds has far-reaching customer benefits. Construction projects are like snowflakes — no two are exactly alike — and the current generation can draw on the experience of their father and grandfathers. Over time, the Lichtefelds have identified common customer concerns, including cost, timeliness and financing, and they have developed methods to overcome them. Fears about cost are diminished in pre-planning sessions, where Lichtefeld, Inc. works with the client to establish a budget suitable for their needs. Completion dates are determined by past experiences, project complexity and time of year and then adhered to strictly. If necessary, Lichtefeld is happy to align clients with lending institutions that will assist in making their dreams a reality.

Houston-Johnson, Inc.



Like its clients, Lichtefeld must also overcome challenges related to the building process. Building codes are a truly taxing aspect of construction services that affect every project Lichtefeld Inc. undertakes. "The design and permitting process is more stringent than it's ever been," says Paul Lichtefeld Jr., vice president of construction. Adds Stan Lichtefeld, "Navigating your way through codes that are constantly changing is the challenge; constructing the building is the easy part."

No challenge can surpass the sense of accomplishment that the Lichtefelds feel after handing over the finished product to their clients, however. "The most rewarding part of being a contractor is seeing a project go from lines on a piece of paper to a finished, physical product. You can see the fruits of your labor and the services you're providing to customers," Stan Lichtefeld says. Paul Jr. agrees: "It's rewarding to see the look on the client's face when they walk into their new building and actually see the rendering of their project come to life."

Competitors may have wondered about the secret to Lichtefeld's success, but clients are well aware what truly distinguishes Lichtefeld from the pack is the company's commitment to its customers. Steve Bickel, senior principal with Stantec, leased office space from Lichtefeld in the late '80s and worked with the company, as well as an outside architect, to construct an engineering office in 1998. He says his biggest concern was trying to stay within budget, and Lichtefeld worked with him to ensure that the costs did



Commonwealth Foot and Ankle

not become prohibitive. “Paul (Sr.) was very good in offering alternatives that would help achieve the architect’s vision but, at the same time, was cognizant of what we really wanted to spend. It was a true collaboration.” Through teamwork, they created a building that fulfilled Bickel’s needs admirably.

The company’s ability to build rapidly without sacrificing quality is also an asset. Bob Patterson, president of Consumers Choice Coffee, benefitted from this strength when Lichtefeld constructed his company’s headquarters. At the time, Consumers Choice Coffee was occupying a rented space, so it was essential that the building project be delivered before the lease expired. In such a time-sensitive situation, it would be easy for communication between the contractor and client to break down as the building company worked hastily to complete the project, but not with Lichtefeld, Inc.: “The project manager [Mark] was very good. He was willing and able to explain what was going on and kept me up to speed. They knew what they were doing.”

The building was completed on time, and Consumers Choice Coffee moved in July 2004. Patterson remains impressed with Lichtefeld’s high quality of craftsmanship. “We don’t have the first crack in the building floor. I think that’s unusual to not have anything at all wrong with the building after five years. That’s a good sign.”

Bickel also continues to compliment Lichtefeld’s dedication to their projects. “They are a professional firm; they listen to what you want and try to accommodate you. They do what they say they will do. They stand behind their work. I would feel very comfortable recommending them to a friend.”

With the Lichtefeld legacy and scores of satisfied customers supporting them, there is no question that the company will successfully transition to the latest trends in construction. “We’re moving toward the trend of ‘green-built’ construction to help the environment, as well as to satisfy our customers,” Stan Lichtefeld says. Paul Jr. foresees a shift in their client base as well: “We’ll research the markets and do more green and government projects in the future.” The brothers agree that Lichtefeld Inc. will move into the future as a commercial contractor and that customer service will remain their priority. As Paul Jr. puts it, “One of the advantages working with Lichtefeld is we have been around for many years, and we plan on being here for our customers for many years to come.”



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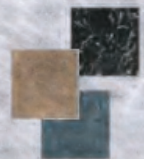
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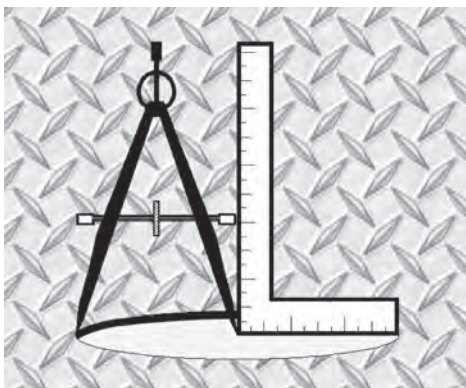
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