

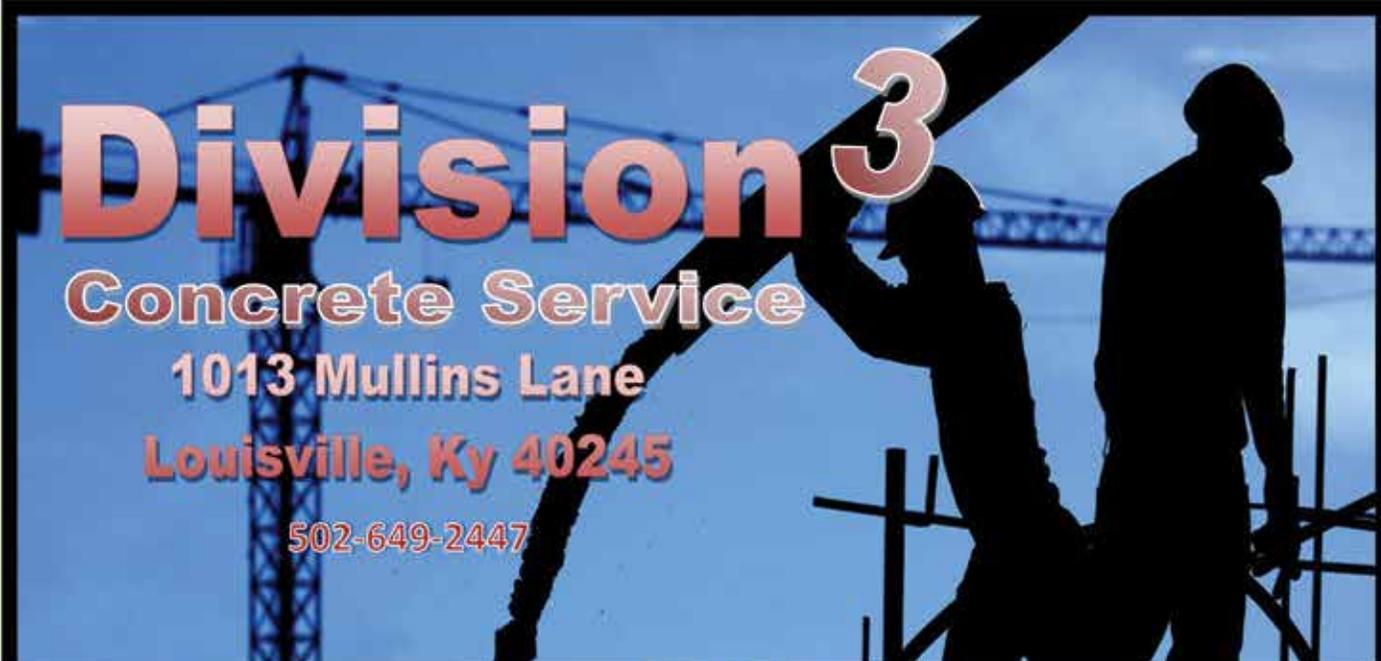
Through The Years

LICHTEFELD, INC.

BUILDING YOUR SUCCESS

A Legacy to Celebrate





Division 3

Concrete Service

1013 Mullins Lane

Louisville, Ky 40245

502-649-2447



Since 2007 we've been working with
Lichtefeld, Inc. from the foundations up!

Congratulations
on
100 years
in business!

Lichtefeld, Inc.
908 S. 8th Street, Suite 102
Louisville, KY 40203
(502) 589-4777
(502) 589-4792 fax
www.lichtefeldinc.com

Officers

President

Paul Lichtefeld, Sr.

Vice President

Paul Lichtefeld, Jr.

Secretary/Treasurer

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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Cover photo by:
Petersen Photography, LLC

A Message to Our Readers

Lichtefeld Incorporated

Building Your Success Through the Years

It is with great pride and humility that we present this edition of "Building Your Success Through the Years". Celebrating 100 years as design-build contractors, Lichtefeld Incorporated is recognized as one of the most experienced builders in the Louisville area. Our longevity, experience, honesty and integrity are the foundation of our heritage which began a century ago. During the last 100 years, Lichtefeld, Inc. has evolved to provide our customers with superior services far beyond construction services.

Because we are developers as well as general contractors, we share more than just our construction knowledge. We share real estate, finance, leasing and property management experience. We are committed to a "hands-on" approach meeting our clients' needs and the ever-changing challenges within the development, design, and construction industry.

Lichtefeld, Inc. is committed to customer satisfaction and establishing long-lasting relationships with everyone we become associated with. We are grateful for the support and thankful to our customers/developers, employees, architects, engineers, consultants, subcontractors, financial institutions, real estate brokers, insurers, attorneys, suppliers and trade associations who partner with us. We are confident we will continue to be successful with our new and existing customers as we begin our next century. Lichtefeld, Inc. will deliver your next project in a manner which ensures you receive the very best value for your investment.

Enjoy this edition celebrating our 100th anniversary. We hope you will select Lichtefeld, Inc. as your next team member and partner to meet your development and construction expectations.

Building your success,
The Lichtefelds





Luckett & Farley

With **Design Excellence** as our fuel, we take on projects that we can be proud of, and work diligently to **make sure our clients are proud as well.**



Congratulations to Lichtefeld Incorporated on their 100 Year Anniversary!

ARCHITECTURE | ENGINEERING | INTERIOR DESIGN | PLANNING | PROCUREMENT | DEVELOPMENT

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LICHTEFELD INC.
— 100 YEAR —
CELEBRATION



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INCORPORATED**
908 S. 8th St. • Louisville, KY 40203 • 502-589-4777

Tried and True Values Continue Today in Company's Success

It is rare to find a 100-year-old company owned and operated by fourth generation family members. Lichtefeld, Inc. has certainly withstood the test of time. Honesty, integrity, family and old-fashioned, one-on-one customer service are the values that have secured the company's staying power.

Lichtefeld, Inc. is headquartered in Louisville, KY and serves the Kentucky and Southern Indiana area. The company is family-owned and operated. 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, real estate development, construction management and permitting are responsibilities each owner has assumed at one time or another.

Lichtefeld Incorporated is a developer and a contractor; a single-source provider for your complete design-build package. Turnkey services are available for all aspects of a project: site selection, land acquisition, financial planning, real estate pro forma planning, project budgeting, design management, permitting, estimating, project management, onsite supervision, construction management, project completion, certificate of occupancy, acquisitions, and move-in assistance. The company's specialty is designing buildings that fit their client's individual and specific operational needs and budget requirements. **Let Lichtefeld handle the business of building while you handle the building of your business!**

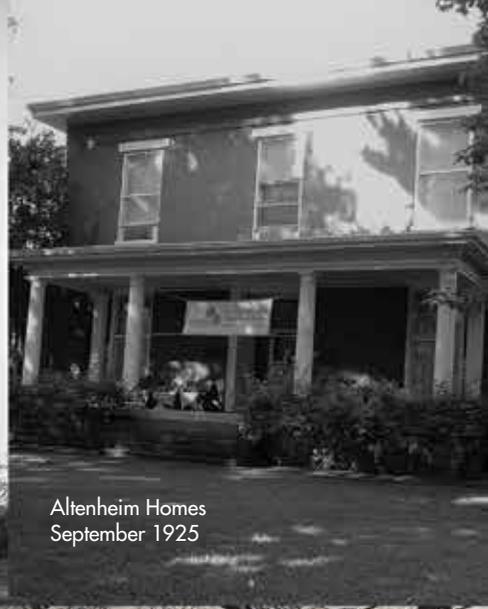
Total gross sales volume since 1995 has grown from 1 million to an average of 16 million in annual sales. Our top reported year end sales volume for construction reached an all-time high of \$22 million in 2017. Steel tonnage increased 100% over the years with 552 tons of steel purchased in 2003 and 1,114 tons in 2004. Part of the reason for this success lies with the company's metal building partner and supplier, Butler Manufacturing.

Our metal building gross sales volume with Butler Manufacturing rose from \$680,000 in 2015 to \$2,169,000 in 2017, a 218% increase. Lichtefeld was recognized as Butler's Builder of the Year in 2017 reaching an all time high in metal building sales in the history of the company. However, in 2018 we topped our 2017 steel sales volume with \$3,336,000.

Lichtefeld, Inc. has been affiliated with Butler Mfg. since the early 1970's. Paul Lichtefeld, Jr., Vice President of Construction explains, "Butler Mfg. understands the design-build process of construction. We use Butler as a partner within our team; not just a supplier. Butler's estimating and sales philosophies go hand-in-hand with our methodology of sales and construction management. We value 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, Inc. enjoys the quality of Butler's products and its selling support programs. Paul noted, "Butler Mfg. offers sales tools allowing builders to visually explain the benefits and differences of Butler's metal building products. A picture is worth a thousand words in our business. We use many visuals for selling. We use videos, YouTube, and testimonials via PowerPoint presentations also provided by Butler. They are without a doubt a big part of our success over the years."

Lichtefeld projects are 65% commercial/industrial, 20% institutional/educational, 5% recreational and 10% other. Of those projects, 90% are design-build negotiated and 10% are plan and spec/ hard bid projects.

Sacred Heart Academy
August 1924

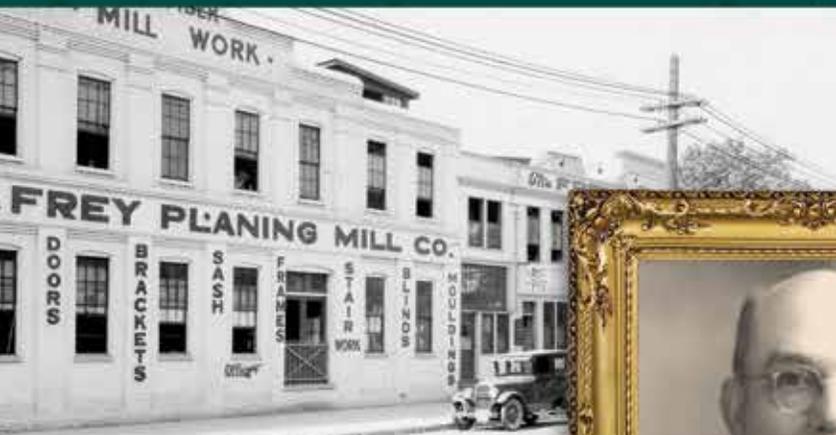


Altenheim Homes
September 1925

1920s | 1930s

From 1918-1937 the company was called Lichtefeld Metzner & Co.
In 1937 the company became Fred J. Lichtefeld General Construction.

J.B. Speed Art Museum
September 1927



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Geo. M. Eady Co.	MA 4367—Jefferson
Garst-Cowan Construction Co.	HI 2462
Hays & Nicoulin	BE 1222—HI 067
Hoffmann Building Co.	HI 3861
J. D. Jennings	JA 0249—BE 169
Fred J. Lichtefeld	MA 3300—BE 122
Louisville Asphalt Co.	MA 1168—BE 144
A. Markham & Co.	JA 0942—HI 353
National Concrete Construction Co.	SH 3400—HI 38
Plattoff Construction Co.	JA 4046—HI 38
Geo. H. Rommel Co.	JA 3620—HI 06
J. F. Russell & Co.	MA 1320—BE 15
Struck Construction Co.	WA 5319—HI 28
J. U. Schickli & Bros.	MA 0206—SH 18
Sullivan & Cosart	WA 3383—HI 42
Van Construction Co.	SH 9068
H. G. Whittenberg	JA 7057—HI 45

References: Any Louisville bank, building and loan association or Trade.

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and we are proud to announce that the following establishments and their co-workers completing the work as quickly as possible so that the conveniences might be ready for them for the important part they have played:

NEVIN, MORGAN & KOLBROOK Architects Stacks Building Louisville	Sheet Metal Work by PHILIP FINK & SONS 991 South Fourth St.
Elevators Remodeled by MURPHY ELEVATOR CO. 124 East Main St.	Brick and Terra Cotta Work by EDW. D. MURPHY 812 South 25th St.
Interior and Exterior Painting by M. MAGUIRE 227 South 25th Street	Asphalt Tile Work by MAINTENANCE SUPPLY CO. 828 South Street
Plumbing and Heating Equipment and General Electric Water Coolers Installed by F. S. SCHARDEIN & SONS 123 South 9th Street	Glass Installed by PITTSBURGH PLATE GLASS CO. 1801 W. Main St.
FRED J. LICHEFELD General Contractor 209 Logan St.	Projection Renters by THE TRANE COMPANY Heating Specialists 127 S. 1st St.

Company History

Lichtefeld Incorporated encourages the development of its personal touch. The ability to offer clients a one-on-one, owner-to-owner relationship is the core of the company's business and its storied history. With four owners managing projects, each client receives individualized attention. Integrity and honesty are hallmarks of Lichtefeld, Inc.'s success; values passed down through four generations of leadership and onto employees.

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

Early on, Lichtefeld and Metzner began their business by taking on home repair and remodeling jobs. The company's reputation for quality construction practices spread quickly throughout the area and they expanded into 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 most recognizable homes was for the venerable Speed family. When the owners opened the Speed Indiana Cement Co., they hired Lichtefeld to build and develop a small home subdivision for their employees in the Speed, IN, area. Lichtefeld Metzner & Co. built most of the homes in that development back in the day. They were also commissioned to build the JB Speed Art Museum in 1927.

In 1929, The Great Depression led to a steep decline of the construction industry and the end of the business partnership. Fred J. Lichtefeld relied on his roots to do what he knew best. He used money he had saved for his children's education to buy materials for small home repair jobs. Sometimes Fred would barter in trade for food or clothing for his family during those tough times. Lichtefeld ran the company single handedly through the Depression years until his son, Stanley F. Lichtefeld, joined the business. This was the beginning of what would become the Fred J. Lichtefeld and Son Construction Co.

The only son of nine children, Stanley F. Lichtefeld began working for a meat packing company after graduating from high school. He joined the family business in the 1930s. In 1935, he assumed the responsibilities

of bookkeeping and estimating as well as office management. Stanley F. helped grow the business back to the same reputable residential construction company the Lichtefelds had known in the early 1920s.

The beginning of World War II proved to be another turning point for the Lichtefeld family and business. In 1944, Stanley was drafted by the U.S. Navy. Stanley's father suffered a heart attack while he was away at war. 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. Fred J. Lichtefeld and Son Construction Co. continued upscale home building through the 1950s. Because of its 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 successful commercial, recreational, office and industrial project construction focus.

After two years studying at the University of Louisville's J.B. Speed School of Engineering, Stanley's oldest son, Paul joined the family business in 1963. Thus, the third generation of the Lichtefeld legacy was born. Paul Lichtefeld (known as Paul Sr.) chose to take the company in a new direction. Leaving home building behind, Paul Sr. further developed commercial/industrial and real estate interests. Paul Sr. grew the business by partnering with Pruden Building Systems in the late 1960's. During this time, Paul gained knowledge regarding fast tracking, value engineering and design-build selling techniques. In the 1970's, 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, Butler Manufacturing. Impressed with Butler's product line and selling techniques, Paul decided to partner and sell buildings for Butler Mfg. Paul Sr. learned a great deal from Butler's design-build sales method of construction.

By 1995, Paul's sons, Paul Jr., Stan and Mark joined the growing company and the fourth generation of Lichtefeld men ushered in Lichtefeld Incorporated as we know it today.

Paul Jr. stated, "We have always prided ourselves 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 they will always be dealing with an owner of the company during the construction process. This has remained constant over the years." He continued, "Construction of office, commercial and industrial buildings has been a way

"rapid and complete success."

Health Center Contract Let

The contract for constructing the new building for the city-county Health Center adjoining the General Hospital was awarded to Fred J. Lichteferd, building contractor, 989 Logan, by the War Public Works office of the Federal Works Agency, Mayor Wilson W. Wyatt was advised yesterday. The award was made by the Chicago office of the agency. The contract price, a low bid, was \$76,128.

The contract does not include certain renovating included in the plan at the General Hospital. The new building and the hospital will be connected and the space will be rearranged in the present institution.

Award of the contract will enable work to start almost immediately in the demolition of buildings that now are on the new building site, and which recently were acquired by the city for \$15,000.



Stanley F. Lichteferd joined the business and then was called to service in the U.S. Navy in 1944. Later, he was granted an honorable discharge to return to the family business when his father, Fred, fell ill.

A well-known name in Louisville. . .



... is Lichteferd Construction Co., founded in 1918 by the father of Stan Lichteferd (at desk). Oldest son Paul (left) is now a partner in the company, which became a Butler Buildership recently. The company had been a dealer for a competitive PEM line for the past eight years. Both men are active in community activities and are golfers. In fact, Paul boasts a hole-in-one certificate.

1940s | 1950s | 1960s | 1970s

By 1945, Fred J. Lichteferd and Son Construction Co. was firmly rooted in Louisville, KY. A few years after Stanley's son, Paul, joined the company in 1963, they updated the name to Lichteferd Construction Company.

Awarded Butler Builder of the Year in 1975.



market and reduced and said after the bankers' regained that he be- comes should consider small investor who lived with equities for around and see that area are on the hard said. at the declining stocks cars has generally re- f common stock. Yet vent and products of such in value. been enamored with ole and art while the

New home for Cardinal Carryor

Cardinal Carryor Inc. is scheduled to move about Nov. 1 to this 31,300-square-foot facility on a 3 1/2-acre site at 1111 New Grade Lane. The Louisville-based Clarklift truck dealer since 1947 has about

20 employees at its current 930 E. Main location. The new facility, by Lichteferd Construction Co., will cost about \$1 million, according to Cardinal Carryor President Ben. L. Blumhess.



FUN FACTS IN HISTORY

1918

- Lichtefeld Metzner & Co. opens for business
- Armistice agreement ends World War I
- Woodrow Wilson is president of the United States
- US population is 103,208,000

1922

- Lincoln Memorial is completed
- Actress Betty White is born
- First broadcast for WHAS Radio

1925

- Mt. Rushmore is completed
- WSM broadcasts Grand Ole Opry for the first time

1927

- Lichtefeld builds the Speed Art Museum

1929

- The Great Depression begins
- Louisville Municipal Bridge opens

1930

- The first frozen vegetables are packaged and sold

1931

- Empire State Building opens in NYC
- Hoover Dam is completed
- The Belle of Louisville steamboat arrives in Louisville

1935

- Fred J. Lichtefeld and Fred Metzner part ways

1937

- Fred J. Lichtefeld General Construction is formed
- The Golden Gate Bridge is completed in San Francisco
- The "Great Flood of '37" reaches 30 ft above flood level in Louisville
- The Louisville Orchestra is founded

1939

- The Great Depression ends
- World War II begins

1944

- Stanley F. Lichtefeld joins the company
- Company name changes to Fred J. Lichtefeld & Son Construction Company
- Franklin D. Roosevelt is reelected President to a record fourth term

1945

- World War II ends

1947

- The Polaroid camera is invented
- Louisville's Standiford Field airport opened

1951

- Lichtefeld Incorporated builds New Broadway Baptist Church
- I Love Lucy premieres on television

1952

- Big Spring Country Club hosts PGA Championship

1956

- The Kentucky Derby Festival is started
- Freedom Hall arena opens on the grounds of KY Expo Center

1961

- John F. Kennedy elected 35th President

1962

- John Glenn is first American to orbit the earth
- Double-decked twin arch Sherman Minton Bridge completed

1963

- Paul Lichtefeld, Sr. forges third generation of Lichtefeld & Sons Construction

1964

- Lichtefeld completes Locust Grove restoration
- Actors Theatre of Louisville is founded

1967

- Paul Sr. advances pre engineered build-design construction business
- The first Super Bowl is played
- Kentucky Colonels ABA basketball team founded

1968

- Lichtefeld Construction unveils new name and logo
- Apollo 8 orbits the moon
- Richard Nixon is elected 37th President

1970

- Lichtefeld and Butler Mfg. begin partnership
- US population is 203,302,031
- The first Earth Day is observed
- Lichtefeld updates logo and image

1976

- Apple Inc. is founded

1977

- Lichtefeld builds International Harvester facility
- Elvis Presley, the king of rock, dies

1980

- Ronald Reagan elected 40th President
- Mount St. Helens erupts

1982

- Lichtefeld restores and builds historic Theatre Building on Fourth Street

1990

- Hubble Space Telescope launched

1991

- The World Wide Web publicly debuts Internet service

1994

- Lichtefeld 4th generation sons, Paul Jr., Stanley and Mark join the company
- Lichtefeld Incorporated becomes a Design-Build construction Company
- Lichtefeld logo is updated

1999

- Louisville Waterfront Park dedicated

2000

- George W. Bush elected President
- Valhalla Golf Club hosts PGA Championship

2003

- Lichtefeld Incorporated receives Cornerstone Award
- The City of Louisville and Jefferson County merge into single government

2007

- The late-2000s recession officially begins

2012

- Barack Obama reelected President

2017

- Lichtefeld Incorporated receives Butler Builder of the Year Award
- Lichtefeld completes Santa Rosa Material Handling Facility 187,500 sq. ft.

2018

- Lichtefeld, Inc. celebrates 100 years and releases new logo
- U.S. population tops 327,000,000



Yesterday. Today. Tomorrow.

Butler is honored to be part of the
100 years of success at Lichtefeld.

Congratulations



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Over one hundred years, Lichtefeld fathers and sons have built in every neighborhood across Louisville, KY – the East End, West End, Parkland, Smoketown, Prospect, Downtown – creating neighborhoods of interest and iconic buildings that stand today – all bearing the Lichtefeld hallmarks of honesty, quality, integrity, and building relationships.

Our Story

A LEGACY TO CELEBRATE

Craftsmanship is the foundation of our story. Fred Lichtefeld's career in carpentry began when he was 15, working for the Frey Planing Mill Company. He had a deep connection to the trades and believed in family well-being.

In 1918, Fred went into business with Fred Metzner. Fred Lichtefeld's father, John, joined the newly formed company as superintendent. Word of the young company's construction practices spread and the clients followed.

Paul Lichtefeld, Sr., President:

"I think my grandfather and my father were pretty down-to-earth people. They were family-oriented people so a lot of the work they did was for other families. Over the years, particularly during the Great Depression, the reputation my grandfather had of being an honest contractor that did good work kept him in business. My father used to tell me that my grandfather was a great pinochle player. Every day he would bring home some cash for some groceries. That's how he survived the Great Depression."

Stanley H. Lichtefeld, Secretary/Treasurer:

"There are so many important landmarks for our company. Not just buildings and construction but how we survived over a hundred years. We survived the Great Depression, went through the Great Recession, and came out of both of those very resilient and probably stronger than we were before."

Paul Lichtefeld, Jr., Vice President:

"I interviewed my grandfather before he died and he spoke about his father being a craftsman, carpenter, and how detailed and intricate his woodwork was...and so it started from the ground up. I enjoyed standing by him as a kid. He would always show me how to take things apart and put them back together."

Mark Lichtefeld, Vice President:

"We started on the job site from a very young age, really learning to run the business from our father. You know a lot of that is not just the numbers of the project but also how to carry yourself, how to treat your customers with integrity as well as honesty. I thank my grandfather and father for taking the risk, putting it all out there and making it their own."

Stan:

"I would thank my grandfather and father for teaching us core values."

Paul Sr.

"Thanks father and grandfather ---we are here today because of you!"

Stan:

"I think the benefit of working with family is...well, number one, you get to see them every day. We all get to play a part in the company which makes it whole."

Mark:

"The importance of our relationships with our sub-contractors and the folks we work with is very important."

Paul Sr.:

"We do quality work and the people that we work for will hire us again and they tell their friends that they did a good job, give them a shot. I think if you treat people the way you like to be treated, you'll be successful."

Bill Lamb, President WDRB Media:

"After getting several different bids, we not only felt that Lichteinfeld's was the most competitive, we liked the people. We felt comfortable with them. We added 11,000 plus square feet to the existing building, wrapped it around the corner and it was seamless."

Father Dave Harris, Pastor, St. Albert the Great Parish:

"This is a large parish community. One thing we never had was a place where the community could gather together, other than like at Mass, the Mass experience. We had a gymnasium that really needed to be renovated and a children's building that we needed to add another

classroom to and then create something that ties it all together. They're not just looking to build a facility but one that really makes that community connection. The job is 100% exceeding expectation. They've all gone above and beyond."

Paul Sr.:

"If you treat people fair and they call you back for some more work, that means that you've done a good job the first time or they wouldn't have called you back a second time. I think that's success."

Stan:

"We work with our client one-on-one from the beginning early stages of design to completion of construction."

Mark:

"We really respect our employees and let them make sure they have time with their families and are not overworked."

Vickie L. Bickett, Controller:

"Being an employee for Lichteinfeld is...they make you feel like you're a part of the company. I think that's why we have such long-staying employees. Nobody wants to leave once they've been employed. The values overall are honesty and integrity. Values you learn from example"

Father Dave:

They care. I think part of it is that good people are always gracious. They know that giving back, you don't keep it all for yourself, you always give back. That makes life good."

Paul Sr.:

"There's a lot of satisfaction in building a building and seeing it to completion."



Lichteinfeld, Inc. receives Metro Louisville Honor from Mayor Greg Fischer. Legendary Louisville Family Business 100Year Celebration October 19, 2018

TWO 100-YEAR OLD COMPANIES

BUILDING ON ADVANTAGE

TOGETHER OVER THE PAST 30 YEARS.



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The Rise of Design-Build

The Construction Industry Institute (CII) lists two widely known and accepted project delivery methods as defined in the margins of this article. It's worth acknowledging that no one project delivery method is best for all projects, and any delivery method not executed properly will likely fail.

Design-Bid-Build (DBB) has enjoyed much success over the last 100 years and still occupies a large part of project delivery in the United States. DBB has its distinct advantages and still holds a prominent place in the marketplace today. Over the last 3 decades, however, Design-Build (DB) has emerged as a worthy contender, and in some sectors, has surpassed DBB in use because it offers many benefits of its own. What's interesting is that DB has origins that pre-date DBB, in the Master-Builder concept of past ages, where the designer and contractor were one entity in delivering a project to completion. The longevity and re-emergence of DB summons us to explore the core reasons for its success story.

Design-Build (DB): Under this project delivery method, an owner typically hires one single entity, (the "Design/Builder") to perform both design and construction under one single contract. Portions or all of the design and construction may be performed by the entity or subcontracted out to other companies if the Design-Builder does not offer certain, necessary services in-house. DB is characterized by high levels of collaboration between the design team and construction disciplines, input from multiple trades

into the design, and a single entity bearing project risk. In most cases, the general contractor is contractually responsible for this delivery method.

Design-Bid-Build (DBB): Under this project delivery method the owner contracts separately with an architectural / engineering designer and a contractor. The design firm is hired to deliver 100% complete design documents. The owner or agent then solicits fixed-price bids from contractors to construct the structure. Designers and contractors bear no contractual obligation to one another and the owner bears all risk associated with the completeness of the design documents.

The Amazing, Mighty... Triangle?

It might surprise you to learn that the ordinary, everyday triangle is probably the strongest, most stable geometric shape, appearing frequently in natural and man-made construction. The most notable man-made triangular structures in the world are, of course, the Great Pyramids of Egypt, which have been standing the test of time for thousands of years. Even today without us being aware, triangles provide vital structural support to almost every part of our busy lives. The triangle is a champion of strength, longevity, and durability and, upon closer inspections we probably wouldn't be the same without them. This begs a question:

What Makes Triangles So Special? Two Words...

Natural Stability!



By its shape, a triangle under stress shares the load between its sides, resisting deformation by creating a “partnership” that enables the whole unit to support much more than the sum of the individual parts. My son learned this lesson when his 9th grade physics team used triangular shapes to build a bridge out of 50 small popsicle sticks, surprising even the teacher by supporting over 350 lbs. The team concluded that, for a bridge that weighed less than 15 lbs., the “mighty triangle” and double-glued joints were the keys to success. Simply put - each individual piece whether wood or glue, when placed and aligned with their natural strengths enables the neighboring pieces to perform to their fullest ability thereby magnifying the strength of the whole structure. The inner workings of this glue/wood relationship formed an interdependent bond which can offer us some insight as to why the DB method has gained and maintained its popularity.

The Power of Symbiosis

A similar bond is crucial for good DB in that the owner, general contractor, and design professional must align their individual goals, skills, and contributions in a strong, collaborative relationship that fortifies the efforts of the whole team. This is more than just good teamwork - it’s a commitment by each party to use their skillset through the entire process to increase the value of all other member’s contributions.

Independently, the owner, general contractor, and designer have their own well-intentioned goals to achieve for a project, but when mis-aligned they can end up working against each other. Good DB harmonizes these goals early to align each party’s contribution to the project parameters. On a grassroots level, its characteristics include transparent communication, unyielding commitment to project goals and partners, and a solution-focused drive. This approach not only pursues the best solution, but also the best value, schedule, and quality for that solution. Even conflict that’s common between the contractor and designer

can be harnessed early in the DB process to transform them into constructive results. Let’s face it, challenges are part of every project and a collaborative framework supports and encourages a whole team solution. When executed properly DB is like a feedback loop that hones each party’s contribution, increasing the potential of a much better overall project solution on many levels.

The Benefits of Design-Build



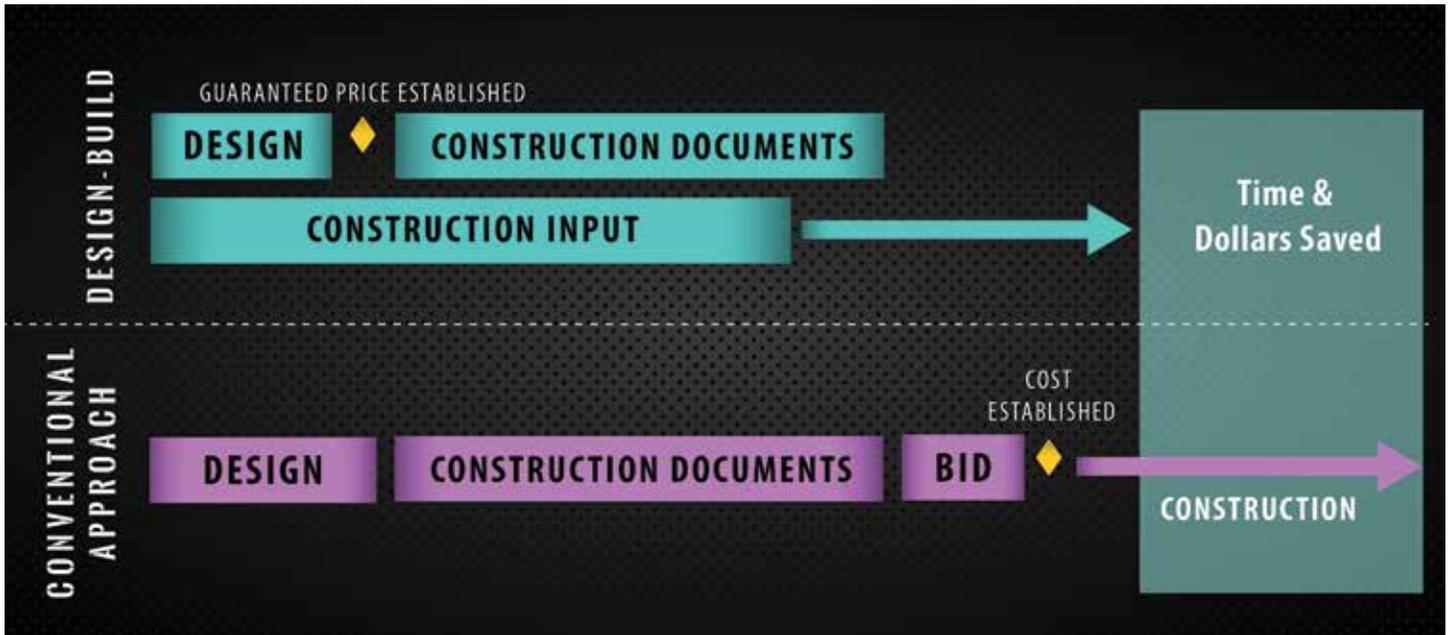
Benefit 1 - Project Delivery Strategy

Advantageous Structure: Notwithstanding the advantages of DB listed below, a study done by the University of Nevada at Las Vegas (UNLV) indicated that the primary reason owners select this method is because it creates a single point of responsibility and accountability for design and construction. DB places the risk for design, schedule execution, construction, and cost control on the DB team. The integration of the owner, designer, and builder at the start of the design phases allows the owner to leverage the know-how and experience of the entire team. This instructs the owner in real-time about the cost and schedule impacts of each design decision, allowing adjustments to be made for optimal value.

Value-Based Decisions: The decision-making structure of good DB operates from a best-value approach instead of a lowest-cost basis. In DB, decisions are made in a collaborative effort that considers not only cost, but also quality, experience, past performance, and other factors that the team deems important.

Benefit 2 - Project Financials

Reduced Construction Costs: Studies from Universities like Penn State, Texas A&M, and the University of North Carolina have found that DB, on average, lowers construction costs anywhere from 4-6%, when compared to other delivery methods. Cost efficiencies are achieved when the contractor and designer work together through the entire process.



Earlier Cost Certainty: One of the first questions an owner has is, “How much will my project cost”? DB answers this question much earlier in the project timeline and for much less cost. It delivers a fixed price, or guaranteed maximum price, typically at the 30% or 60% design stage. This allows the team to tailor the project scope to meet the budget and schedule. In addition, with early cost certainty the owner has more time to arrange and secure financing which could allow the owner to negotiate better terms.

Reduced Project Cost Growth: The same study above by Penn State found that DB projects had a 6% reduction in change orders amounts when compared to other delivery methods. This was attributed to close team collaboration during design, reducing surprises that may otherwise have arisen during construction.

Benefit 3 - Project Schedule

Reduced Delivery Time: Studies from the University of Texas, the American Society of Civil Engineering (ACSE), and LEAN construction have indicated up to a 33% decrease in the overall project delivery time. An amazing 12% reduction in construction time is a part of the overall time. Much of this reduction can be seen in the overlapping nature of the project’s work illustration below. With quicker deliveries owners get a jump-start on business operations and the associated financial benefits.

Benefit 4 – Other Contributions

The Right Subs: Subcontractors that are pre-qualified, not only by competitive pricing, but also by other

qualities like experience, financial stability, reputation, and manpower, often producing the best value in work quality and delivery. DB does this early in the project timeline so that the subcontractors can also provide valuable input on materials and systems during the design phase.

Enhanced Coordination: Since collaboration runs through the veins of DB, the coordination of services, individual efforts, and final deliverables is more seamless. Better coordination means smooth delivery and better quality.

Summary

DB drives integration, collaboration, and innovation from the beginning. This process allows the team to be flexible and enables the opportunity to recognize and remove possible hurdles earlier, reducing a project’s schedule and cost. It’s been my experience that DB engages all the project’s stakeholders in a unique and powerful way, turning the owners vision into reality.

In closing, I would like to offer a personal note - it’s been my privilege over the years to work in close collaboration with Lichtefeld on more than 400 DB projects of all types and sizes. They have been a shining example of the many successes described in this article and have made my career exciting and fulfilling.

On behalf of everyone at Lockett & Farley, we would like to offer, not only a heart-felt “Congratulations” to everyone on the Lichtefeld team, but also an eager “Welcome” to the 100-year club. You’ve earned it!



Oohology Finalizes Site for 'Oohtopia', its New Interactive Louisville Headquarters

Louisville web design and creative branding agency Oohology LLC has finalized the site for Oohtopia, a new Louisville headquarters that co-founder and executive creative director, Mark Palmer, said will be unlike anything Louisville has seen.

The company - which specializes in branding, marketing, web design, development, and creative - has signed a lease to take the entire third floor of a multistory office building at 908 S. Eighth St. owned by Louisville-based construction firm Lichtefeld, Inc. The targeted move-in date is April 1.

The company is relocating its 40 Louisville employees into the new space from a three-story building it leases at 1236 S. Shelby St. in the Shelby Park area. BTW Ventures LLC of Louisville purchased the building from Prism Development Inc. for nearly half a million dollars earlier this year.

Chuck Burke, Chief Operating Officer for Oohology, said the firm is bursting at the seams inside the 10,000-square-foot building it has called home for about seven years.

The company actually started out on the first floor, but has gradually taken over the entire three floors.

Burke said the company still loves the space but said the second floor is converted apartment units and not conducive to an office environment. The new owners also have plans to redevelop part of the building, he said.

Enter Oohtopia, a project that Palmer is extremely passionate about, noting that the 11,700-square-foot space will be the front door of the brand and shouldn't be outfitted with drab walls, fluorescent lighting and dog-eared old copies of People magazine in the foyer.

Oohology's current office would be considered modern by most standards, with funky lounge space full of brightly colored furniture and decor and glass-walled

offices made out of whiteboard material. As you walk through the space, most of those glass walls are covered with drawings.

But Palmer insists that the space illustrates just a fraction of what the company represents as a troublemaker and “delightful disruptor” within the creative branding and advertising world. Plainly put, it lacks the wow factor the company is now demanding.

“We want clients to walk through Oohology and say ‘what just happened?’ in a good way,” Palmer said.

Burke chimed in and said he “wants people to come through there and want to work here.”

So what will Oohtopia entail?

As people walk through the doors, they will be greeted by a cafe and large lounge area where you can order coffee, bourbon or other drinks depending on your mood, Palmer said. The cafe will include a digital menu board and a large Oohology logo made out of a rack of coffee cups. It also will house an elevated stage that can be used by many of the musicians on staff, Burke said.

Palmer said he envisions the cafe as a place where the firm can host lunch-and-learn events, parties or other events for clients, noting it can comfortably seat around 70. Across from the cafe will be a multipurpose area that could be used to stage augmented or virtual reality exhibits for clients or be used as classroom, meeting or collaborative space.

Palmer said Oohology intends to launch a new program called Skoohl in which they teach kids on weekends, likely in the summer, the ins and outs of design and creative development to get them active in the business at an earlier age.

To the right of the cafe is a walkway bleeding into a collaborative meeting and workspace area that will include artificial turf - some flat and some sculpted mounds for seating - and personal offices that will include gridded glass walls that will promote a collaborative co-working atmosphere, Palmer said. The office also is being outfitted with sound-deadening felt wall panels and walls coated in whiteboard paint. A large meeting room has two-way mirrors surrounding it.

There also will be smaller meeting rooms - one of which will be used as a pitch room for clients that will be outfitted with modular augmented and virtual reality equipment.

“Have gun, will travel,” Palmer said.



Logistically, the new space is minutes away from downtown and Interstate 64, a bonus. The company also is investing in collaborative software that will allow it to stage presentations and show off designs to out-of-town clients electronically.

Locally, Oohology works with some of the area’s heavyweights on branding, web, marketing and design, including 21c Museum Hotels, the Kentucky Derby Museum and the Louisville Slugger Museum & Factory.

Burke and Palmer declined to disclose the company’s investment into the new headquarters, saying only that it is “astronomical” and a reflection of their utmost confidence in the success of the idea.

By Palmer’s thinking, there’s no room for fear, and if you’re scared by your own ideas, you should quit the business and work for someone.

“The only game you win standing still is hide and seek,” Palmer said, with Burke saying they have no desire to hide.

Lichtefeld, Inc. is building the space out to Oohology’s specifications, a collaboration with Louisville-based Studio MAYO Architects. Burke said the company’s costs are capitalized as part of the long-term lease, the terms of which were not disclosed.

Oohology’s new office space is part of a recalibration of the brand that will entail Oohology outlining specifically how they have helped companies raise their games creatively.

Palmer said other local companies aped their design style when they moved into the Shelby Park space and even trumped them with their spaces. But now they’re upping the ante and daring others to take risks of their own.

“You’re going to have to spend a lot of money and a lot of imagination to beat us,” he said. “We’re competitive by nature.”



Lichtefeld, Inc. was awarded Phase 2 Santa Rosa Systems/ Material Handling Systems

Conveyor Manufacturer Plans \$21M Project that will Create 500 Jobs

Louisville-based Santa Rosa Systems LLC, a manufacturer of conveyor and automated sortation equipment, is planning a major expansion of its facility in Mount Washington.

The company plans to invest \$21 million to expand its facility to increase office and manufacturing space in order to meet demand from customers according to documents filed with the Kentucky Economic Development Finance Authority. The expansion would create 500 jobs during the next 10 years, paying an average hourly wage of \$25 including benefits.

Santa Rosa Systems received preliminary approval for \$2.5 million in tax incentives through the Kentucky Business Investment program from the Kentucky Economic Development Authority board during a meeting in Frankfort. The company also was approved for \$150,000 in incentives through the Kentucky Enterprise Initiative Act. The incentives were based on the company's job creation and investment plans.

Santa Rosa Systems fabricates and assembles equipment that is installed by its sister company, Materials Handling Systems, Inc. It sells products to Material Handling Systems and to end users such as United Parcel Service, Inc., Amazon, and FedEx Corp.

Lichtefeld, Inc. was the original contractor to construct their first new 216,500 sf corporate office and manufacturing facility in 2016 and was recently awarded Phase 2 Santa Rosa Systems.



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Lichtefeld, Inc. receives the 2017 Regional Outstanding Builder of the Year honor from Butler Manufacturing



Lichtefeld, Inc., a design-build general contractor in Louisville, KY, has been named Outstanding Builder of the Year by Butler Manufacturing for the East region. This builder provides design-build construction management solutions and innovative building technology to the nonresidential market. The designation is awarded to one Butler Builder per region that excels in the sale of Butler buildings and roof systems products as well as demonstrates superior marketing skills.

Founded in 1918, Lichtefeld, Inc. has 20 employees and has been an authorized Butler Builder for forty-eight (48) years. Recent projects include Santa Rosa/ Material Handling Systems (450,500 sf) a conveyor supplier/manufacturing company, Houston Johnson, Inc. (40,000 sf of bldg. addition) handling logistics and supply chain management, and Malibu Jack's (85,000 sf) indoor recreational fun center to name a few. All projects are located and are now complete in Louisville, KY.

THE POWER OF PARTNERSHIP

Lichtefeld, Inc. Celebrates 100 Years of Success

It all started a century ago, when two entrepreneurs, a carpenter and a bookkeeper, decided to go into the construction business in Louisville, Kentucky. Those men, Fred J. Lichtefeld and Fred Metzner, established the Lichtefeld Metzner & Company in 1918, and they quickly developed a reputation for affordable, high-quality home repair and remodeling. In the early 1920s, they began building custom homes, taking on larger and more complex projects over the years – until the Great Depression almost put the company out of business. But Fred J. Lichtefeld persevered, using what little money he had or could scrounge up to run the operation and buy materials. It was an uncertain time when Fred's only son, Stanley, joined the business. Together, a new partnership was born, and they rebuilt the company to a degree that surpassed their wildest dreams.

Today, Lichtefeld, Inc. is a thriving family-owned (4th generation) design-build general contractor that develops and constructs commercial and industrial facilities in the Louisville, Kentucky area. What made the company famous 100 years ago – their dedication to quality and

honesty – is still their hallmark. And it's fitting that a company founded on a partnership between two men is today so successful because of another key partnership, this time between two companies – Lichtefeld, Inc. and Butler Manufacturing.

Founded in 1901, Butler Manufacturing is a giant in the construction industry, with a history as scrappy and riveting as Lichtefeld's. Butler is known for their high-quality, pre-engineered building systems. Their nonresidential design, manufacturing, and design-build construction services are offered through a vast network of local Butler Builders.

When Lichtefeld and Butler first partnered in the 1970s, nobody could have known what was to come. Today, the numbers speak for themselves: hundreds of joint projects serving the needs of automotive, retail, schools, churches, restaurants, storage, office/warehouse, recreational, public services, trucking facilities, and more. In fact, Butler just celebrated Lichtefeld's \$20,000,000 cumulative volume award.





Some Lichtefeld/Butler projects of note:

- Houston-Johnson Industries
- Kenway Distributors, Inc.
- Boland Warehouses
- Dri-View Distribution
- Commonwealth Foot and Ankle Center
- Walsh Bridges
- Santa Rosa Systems LLC
- Meredith-Dunn School
- Core Fitness
- Penske Trucking

The relationship between Lichtefeld and Butler is highly productive. But why do the two companies complement each other so well?

“It’s a true partnership,” said Chris Carson, Area Manager at Butler Manufacturing Company. “We are both working towards each other’s mutual success. And for Lichtefeld’s customers, that partnership translates to premium construction at a fair price – which is the holy grail.”

For Lichtefeld, a company that has grown to include a plethora of in-house design/build services, keeping it a close-knit family business is still the secret of their success. Pay them a visit or give them a call, and you’ll immediately understand that they’re dedicated to treating people right and always doing the right thing.

“Their customers, workers, partners...everybody treats everybody like family,” said Chris. “A company culture like that drives everyone to work harder. So, it’s no wonder Lichtefeld was named Butler Manufacturing’s Regional Outstanding Builder of the Year in February 2017.”

ECLIPSE BANK CONSTRUCTION PROJECT

Redefining an Urban Landscape



The corner of Shelbyville Road and Chenoweth Lane marks the gateway to St. Matthews. From the late 1800's through the turn of the century, the site held a grocery store and saloon. In 1939, White Castle continued the tradition of a community gathering place with a restaurant on the western corner. It later built another restaurant on the site in 1969 and served its last "slider" in 2002.

The building constructed by Lichtefeld, Inc. is a two story 11,106 square foot corporate headquarters for Eclipse Bank. The foot print is 4,803 square feet. The second floor cantilevers over the drive thru and is 6,303 square feet. The superstructure of the facility is a custom engineered conventional steel system. There are concrete floors on both the 1st and 2nd floors. The shell is comprised of metal stud balloon framing, dense glass sheathing, brick and stone exterior façade accents. The cornices are made of fiber reinforced polymer materials made to look custom painted, fitted to the round aspects of the building. There are many geometric shapes and curves to the building giving the building feature characteristics

of it's own. The window systems are all wood-based windows with custom colored aluminum cladding. The stairwells are both custom conventional steel structures with poured in pan concrete platforms. The main focal point is the entry stairway, cherry handrails, tile floors and attractive graphics. This sets the tone for the rest of the bank. There are several unique features; a round façade follows the contour of the Chenoweth Lane/Shelbyville Road exchange. A koi pond inside the building, ornate glass railing and a glass floor landing in the lobby area. The large round atrium between the 1st and 2nd floor opens up to a huge skylight in the roof allowing natural light to pass through both 1st and 2nd floor. The building is showcased with elaborate ornate cherry wood crown molding, window trims, cherry wood ceilings, cherry wood floors, solid cherry wood doors and windows. There is solid cherry wood custom-made furniture for the teller area, receptionist area, and individual refreshment centers. A kitchen services the conference room on the main floor for offsite corporate meetings and gatherings. Decorative stone walls and branding walls display some



of the history of St. Matthews and offer the latest trends in the modern banking industry.

The Eclipse Bank project was a unique opportunity for Lichtefeld, Inc. to work with other contractors not typical to the Design/Build industry. The project was an open bid/open shop project by invitation of Eclipse Bank. Lichtefeld, Inc. worked with new contractors on the project and has enjoyed new experiences with the awarded subcontractors for this project. Asked why Eclipse Bank chose Lichtefeld to spearhead the construction of their headquarters, President & CEO John

Pendergrass explained, "After a rigorous competitive bid process, we felt confident that Lichtefeld would construct a building that reflected our vision. They have a long, local history as a family-owned business. As a local business ourselves, we understand and respect the importance of local enterprises."

We really appreciate John Pendergrass and Eclipse Bank for awarding us the job. It's been a great experience and a real education regarding all of the different aspects to consider in the banking industry.



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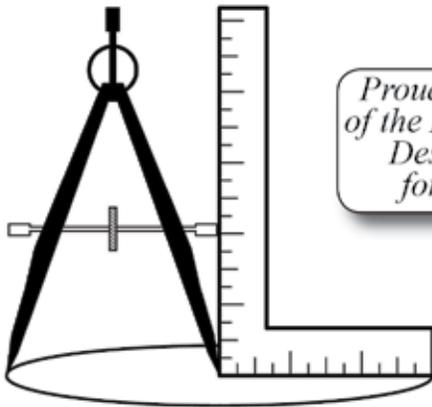
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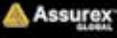


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Making a Move

Kyana Packaging Solutions provides packaging, shipping and industrial services for businesses, including wholesale sales of packaging tape and dispensers, label dispensers, bag sealers, stapling equipment and stenciling machines.

The company was founded in 1976 by Inez White and J. David White, who own the company with their six children. Two of those children, Kimberly Osborne and David White, run it today as CEO and president, respectively.

Officials at Kyana Packaging Solutions envisioned themselves continuing to do business indefinitely from the Decimal Drive location where the company had been for 15 years.

But needs and circumstances led them to do what seemed at first to be an unlikely location – a somewhat dilapidated building that had been vacant for more than three years.

They first considered adding on to their 66,000 square-foot facility but decided instead to give the 112,000-square-foot vacant building on Ampere Drive a complete overhaul.

Consolidating operations

The move allowed Kyana Packaging Solutions to bring its Assembly Sorting and Rework division under the same roof as the parent company.

ASR was acquired by Kyana in 2008, and its 10 employees assemble kits, stamp out sealed aluminum parts, and use plastic vacuum formers to make plastic trays and other products, White said.

The division had been located in 10,000 square feet at 2420 Ampere Drive. To consolidate the operations, Osborne and White considered a 40,000-square-foot addition to their Decimal Drive location but, “we would’ve spent more on the building than it would’ve ended up being worth,” White said. “So that got us looking at several buildings.”



112,000 square foot Butler Re-Roof



Last December, White and Osborne toured an industrial property near ASR's present location, a 112,000-square-foot building at 2501 Ampere Drive that formerly was used by Clarcor Air Filtration Products Inc.

Building in 'terrible state'

The space had been vacant for more than three years, and its curb appeal underwhelming, White said. It had a leaky roof, dented siding, outdated office space, dilapidated docks, inefficient lighting and heating systems and a pothole-plagued parking lot.

The siblings said they would pass "because it was in such a terrible state of repair," White said.

But Dalton Dreisbach, an industrial properties associate with Stephen C. Gault Co., persisted. He made a mind-changing presentation with facts and figures illustrating that refurbishing the space would be more cost-effective than buying a newer facility.

And with Kyana and the ASR division under one roof, shared shipping and receiving areas would improve efficiency.

White and Osborne were convinced. The Decimal Drive building was sold for \$1.8 million and a company affiliate bought the new property for \$2.4 million according to Jefferson County Property Valuation Administration records. And Kyana Packaging spent \$1.1 million to renovate the property with Louisville-based Lichtefeld, Inc. in charge of the project.

"Lichtefeld gave us a beautiful space, very energy efficient," White said, "with modernized offices and efficient lighting and heating systems"

"And with 7.5 acres, there's room for another 50,000 square feet of future expansion if needed," Osborne added.



"As we grow, we can build here and not be landlocked," she said.

Growth resumes after recession

Osborne said that over the last 10 years as a whole, company revenue has grown steadily.

In addition to the nine employees added in 2008 with the acquisition of ASR, in the past year Kyana has added two new sales positions, one new information-technology position, one new warehouse position and three part-time production positions.

This growth came in spite of the recession which, Osborne said did take a toll. Revenue fell 6 percent in both 2008 and 2009 from the prior years.

"We refused to continue to 'participate' in the recession," Osborne said. "the ASR acquisition tempered our losses. We cut expenses as best we could. We did not lay off any employees, but we did go on reduced hours, no pay raises for two years and cut back on 401(k) benefits."

Salespeople worked hard to find new clients, and the company was able to broaden both its client base and product line as a result. Osborne said. In 2010, the company's revenue was up 17 percent from 2009.

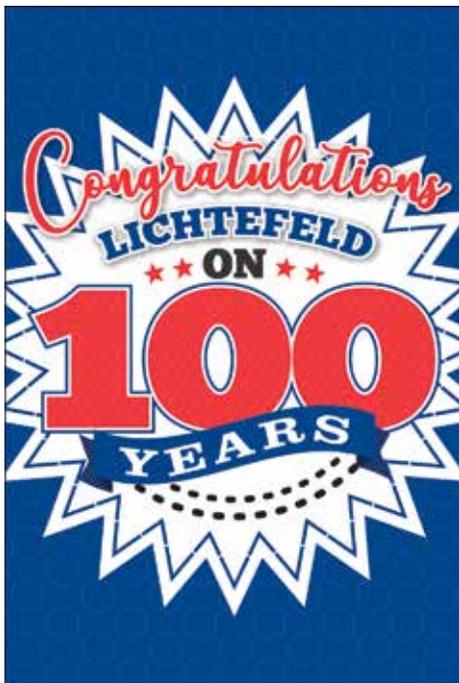


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Look to the Future

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Earlier generations in the family business could never have imagined the world as it is today, yet they provided a solid foundation for current day Lichtefeld successes. One thing they did, and will continue to honor, is to care for and encourage personal relationships with their customers. This reinforces strong consistent interactions with the customer, making them feel better about their project. These basic principles allow the Lichtefelds to work with the customer now and later on into the future.

Lichtefeld, Inc.'s design-build expertise is based on results: the costs are less than traditional methods of construction due to its streamlined organization and processes. Timelines are reduced due to less back-and-forth in the traditional design process and customers receive the clearest contractual remedies as a result with the design-build process. The Lichtefelds will continue to adapt their D/B methodologies to best target budgets, set timeline goals, establish a single point of responsibility and continue streamlining efficiencies to exceed expectations.

Lichtefeld, Inc. is excited to grow architectural capacity with 3D rendering and virtual reality advancements; these applications will allow clients to walk the site and change interior finishes before anything is built or installed. The Lichtefelds will develop and build more "smart" projects in all sectors to meet the demand for a more casual, energy efficient, and technologically integrated environment. These projects have advanced

to be highly marketable, owner friendly, productivity focused, and resource efficient.

The industry today must deal with a chronic undersupply of skilled labor. Lichtefeld is expanding their ability to incorporate prefabricated materials and the growing use of interfacing and interactive technologies. The company is furthering the use of drones and panoramic cameras to gather and analyze information human workers couldn't collect or wouldn't notice. They are working hard to attract and retain the next generation of skilled tradespeople who have a strong work ethic and enjoy being on the jobsite everyday. All of the above are ongoing points of focus to meet the challenge and desired efficiencies of the future.

Steadily redirected marketing efforts toward social media, web page management, search engine optimization (SEO), and blogging; alongside of geo fencing have been key to staying current and reactive. Adding the web and search engine advertising (SEA) to the company's tried and true personal communications style for attracting new customers will be essential to Lichtefeld's future growth and information exchange.

As the company looks to the future, they will concentrate on improving the things that have made Lichtefeld successful for the past 100 years. The company's forté is design-build of office-warehouse,

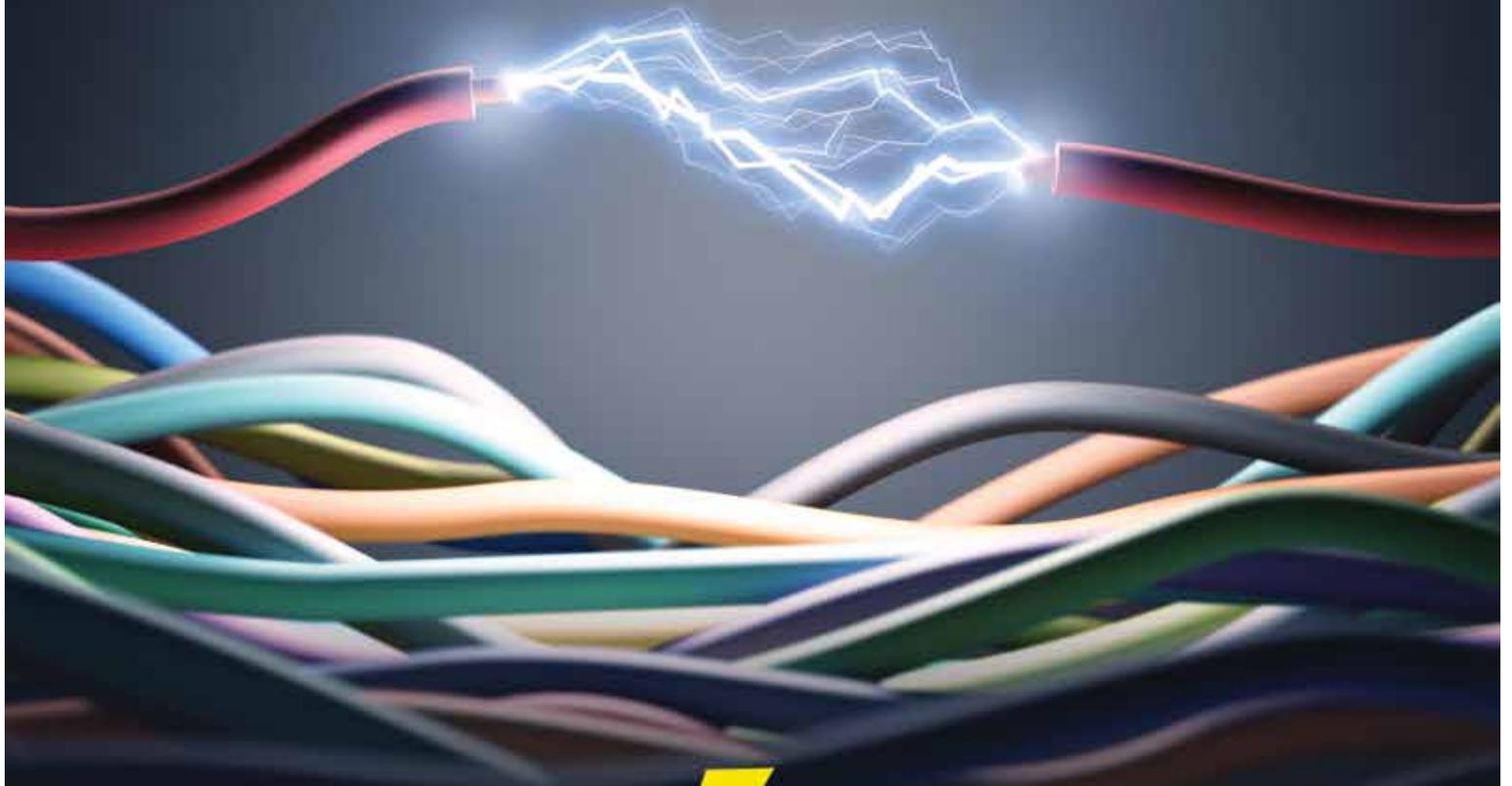


industrial manufacturing, churches and schools, recreational buildings, and retail centers. The Lichtefelds will lean more into manufacturing and warehouse markets, as they appear to be trending positively.

Lichtefeld, Inc. has always enjoyed new challenges and exciting opportunities. Building a hotel or skyscraper or even another museum as Fred J. Lichtefeld (great grandfather) did in 1927 may also be in the future. The family remains optimistic and love meeting new development challenges as well as meeting new people.

Lichtefeld, Inc. will always be a family-oriented company. Taking care of their customers and their employees is very important to the family business. Measured growth allows the company to provide a healthy work-life balance. The company's basic instinct and true feeling is... "You are only as good as the people working with you, not for you." That expression has driven the company yesterday, today, and tomorrow.

Congratulations on 100 years!



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100 Years of Success

Lichtefeld, Inc. has proudly remained a family-owned and operated business for four generations. Dedicated to quality and honesty; the Lichtefelds are committed to providing clear communications, owner-to-owner relationships, and long term, turnkey satisfaction for our development and construction customers.

We are humbled and grateful and look forward to designing and building your project while you build your company's success!

