



THE POWER OF INTEGRITY

LINCOLN

Giving you a "little something extra"

Lagniappe



New auto dealership and shop addition constructed for this valuable client in a highly visible location along I-20 in Ruston.

Successful Relationship Continues Into New Venture

It has been said the most important word in any language is relationship. That's what brought us to the table with a valuable repeat client as they expanded into express car wash facilities. Having previously completed two projects for Taylor-Robertson, LLC at their Ford-Lincoln auto dealership in Ruston, Lincoln Builders was called upon to construct the client's new RocketFast! Carwash on Louisville Avenue in Monroe, Louisiana.

The new carwash offers 18 free self-serve vacuums, a self-pay station, and an automatic conveyor system that provides customers a fast, simple and convenient experience. With the completion of this first location, Lincoln went on to build another on a busy corner in West Monroe and start a third carwash adjacent to the campus of University of Louisiana-Monroe.

Lincoln Builders' appreciates the teamwork of project manager Jerry Brasher and superintendents Bob Joyner and Junot Dixon. Thanks to managing partner Don Robertson of our client Taylor-Robertson, LLC for the opportunity to continue our mutually beneficial relationship.



Above: RocketFast! Carwash provides a fast, simple and convenient experience for its customers. Right: Client Don Robertson and Lincoln project manager Jerry Brasher celebrate the opening of the RocketFast! Carwash in West Monroe.





Who was the first head of state to send an email?

Five Questions

- 1) Which of these is *not* nicknamed “Gray Lady”?
 - a) *The New York Times*
 - b) The Empire State Building
 - c) A submarine’s periscope
 - d) The island of Nantucket
- 2) Who was the first head of state to send an email?
 - a) Pierre Trudeau
 - b) Ronald Reagan
 - c) Queen Elizabeth II
 - d) Bill Clinton
- 3) Which of these artists had a 1990 retrospective at the Louvre?
 - a) Miles Davis
 - b) Bob Ross
 - c) Jerry Garcia
 - d) Charles Schulz
- 4) What did Taco Bell do when the Mir space station fell out of orbit?
 - a) Placed a target off the coast of Australia
 - b) Evacuated all its locations just to be safe
 - c) Briefly renamed some items in honor of Mir
 - d) Offered condolence tacos to the people of Russia
- 5) What was the name of Yahoo’s kid-friendly Internet portal from 1997 to 2006?
 - a) Modem Kidz
 - b) Yahoooligans
 - c) Lil’ Yahoos
 - d) Yahoovies

—from *mental_floss*

Answers: 1) b 2) c (In 1976) 3) d 4) a (If Mir had hit the target, Taco Bell would have given every American a free taco.) 5) b

Brand Yourself For Ongoing Success

Brand names tell consumers about the products they buy. A personal brand tells other people about you: your strengths, goals and commitment to success. The good news: You don’t need to tattoo a logo across your forehead. But you do need to put some work into defining and establishing your brand so it reflects the image you want. Here’s what to do:

- **Identify your established strengths.** Talk to your co-workers and your manager about what you’re known for—the strengths they depend on, the tasks you’re the “go-to” person for, and so on. Decide which of these to emphasize (by volunteering for specific projects more often, for example) and focus on those areas and tasks.
- **Be authentic.** You can’t fake your personal brand—not for long, anyway. The key to making it work is being honest about who you are and what you can do. Don’t pretend to enjoy helping customers when you’d rather be designing new products. You can’t get out of unwanted work just because it doesn’t fit your brand, naturally, but you can position yourself for assignments that match your strengths by focusing on what you do best.
- **Adopt a unique style.** You want to stand out, so do something different. It can be as simple as wearing a bow tie instead of a standard necktie, or as challenging as developing a reputation for volunteering for the toughest assignments. Just be sure to stay classy and try to maintain your professionalism at all times.

Lift That Load With Care

In today’s workplace, the average employee may lift nothing heavier than a computer mouse. But in many organizations, lifting and carrying are a major part of the workday routine.

Don’t let your workers take any chances with their safety. Whether they’re moving a heavy crate or a few packs of printer paper, follow these steps to avoid accidents and injuries:

- **Check the area first.** Before lifting or moving anything, look around to make sure the immediate area and your intended pathway are clear of obstacles. Also, be sure you’ve got enough room to comfortably bend and lift your load.
- **Bend your knees.** Don’t lean over. Bend your knees so you can lift the load with your legs. Your feet should be no farther apart than your hips, and they should be planted firmly on the floor.
- **Get a firm grip.** Make sure you’ll be able to lift and hold your load securely, using your palms as well as your fingers.
- **Keep your back straight.** Do your best to keep your back as close to a vertical position as possible whenever lifting and carrying. Don’t twist, turn or lean over while picking up or moving your load.
- **Watch your step.** Don’t stare at the floor, but keep your eyes open for any unexpected obstacles.
- **Be careful setting your load down.** Bend your knees the same as you did when picking up your box or other burden.
- **Ask for assistance.** Don’t take any chances with large boxes or loads. Ask a co-worker for help.



Going To College Online Is Growing In Bandwidth

Going to a classroom to learn is so 20th century. Online learning is the hot new thing, according to a study by the Sloan Consortium.

In the fall of 2012, for example, more than 7.1 million college students took at least one online course, an increase of about 411,000 over the previous year.

These days, nearly 33% of college students are taking at least one online course. Between fall 2002 and fall 2012, the number of students enrolled in online classes rose 6.1%, while the number enrolled in

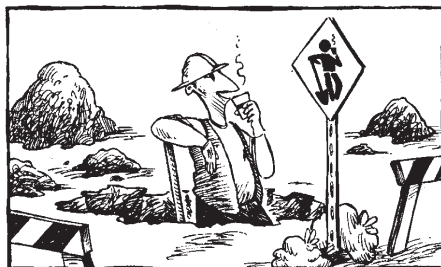
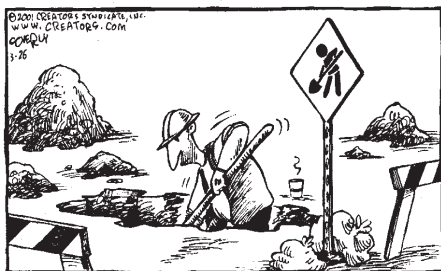
standard, in-person college courses climbed only 2.5%.

Professors and administrators seem to support the trend. The study found that more than 74% of academic leaders consider online courses equivalent to, or even better than, traditional teaching, and 66% say that virtual classes leading to college degrees are essential elements in their schools' long-term strategy.



SPEED BUMP

Dave Coverly



Make Your Rainy-Day Fund A Top Priority

Financial experts advise putting away enough cash to cover three to six months of living expenses in case something catastrophic comes your way—a job loss, an unexpected illness or an unpredictable home expense. Get your “rainy-day fund” going by doing the following:

- **Aim low to start.** If you're burdened with debt and your income is low, you can still set up a decent emergency fund. Put just a few dollars away every week, and the fund will add up over time. Start with a target of covering at least one month of expenses. A cash reserve should be a priority—even over your 401(k) contributions.

- **Consolidate your debt.** Gain control over your credit cards by consolidating them into one regular payment, and then stop using your credit cards altogether. Make the minimum monthly payment so

you can pay down your debt while building up your savings. After you've done that, then you can turn your attention again to other goals, like retirement savings.

- **Don't tie your money up.** Put your emergency money in a place where you can easily get your hands on it. The two best options are a savings account at a bank or credit union, or a money-market mutual fund.



Defining Work

The way you define your work says a lot about your attitude—and it can shape your motivation to succeed. Consider these basic distinctions:

- **Just a job.** You're working for the paycheck and nothing else. The position is fine in the short term, especially if you have other goals in mind, but not usually a viable strategy for lifetime satisfaction.

- **Career.** You're invested in a particular industry and type of work. You have goals, and you're working toward them with an eye toward finding and giving value to your employer and your customers—both worthy objectives.

- **Passion.** You feel a calling for the type of work you do that doesn't limit you to a specific organization, or even a particular industry. Be realistic, but look for opportunities to do work you feel passionate about. In the long run, that's the most fulfilling way to do your job.

Hard At Work?

Most employees “waste” at least a little time at work. You can't devote 100% of your effort and attention to a job for a full eight hours a day, no matter how diligent you are. But how distracted are most employees?

A *Salary.com* survey in 2013 found that 69% of employees admit to wasting time on a daily basis:

- 30 minutes or less 34%
- 30 minutes to one hour 30%
- Several hours 11%

10% claim they never waste a minute at work.

And what are they doing? The usual suspects: the Internet, including social media (14%), online shopping (12%), entertainment (8%), sports (3%), and travel (2%).

Overall, 37% of employees in the survey named news-related sites as their top Internet distraction in the workplace.

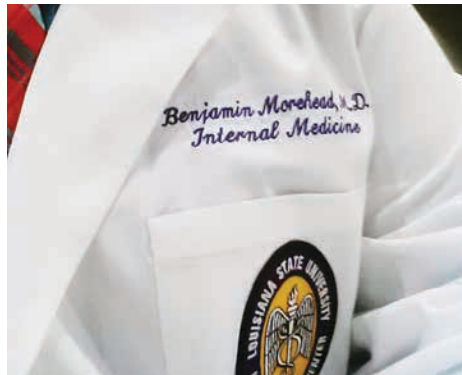
Projects Currently Under Construction

- RocketFast! Carwash – Monroe, La.
- First Baptist Church Additions/Renovations – West Monroe, La.
- Argent Financial Group Renovations – Ruston, La.
- La. Tech University Athletic Training Facility – Ruston, La.
- Marriott Residence Inn – Bossier City, La.
- Municipal Complex/Fire Station – Bossier City, La.
- Community Center – Arcadia, La.
- St. Francis Community Health Center – Monroe, La.
- Iberville Medical Facility – Plaquemine, La.
- Advantage Charter Academy – Baker, La.
- Willow Charter Academy – Lafayette, La.
- East St. John High School Repairs – Reserve, La.
- Southeastern La. University Student Union – Hammond, La.
- Floyd Acres Townhomes – Midland, Texas
- White's Chapel United Methodist Church Addition/Renovations – Southlake, Texas
- The Tradition-Prestonwood Senior Living Community – Dallas, Texas
- The Tradition-Lovers Lane Assisted Living & Mental Care – Dallas, Texas



Lincoln Family News

Congratulations to Dr. Benjamin Morehead, son of Lincoln superintendent **Scotty Morehead** and wife Lynette. Benji graduated from Louisiana State University School of Medicine in New Orleans, receiving awards as outstanding student in both pulmonary and cardiology studies.



Dr. Morehead will be in residency at LSUNO for three years. His family is justifiably proud of him, as is the entire Lincoln family.

P.O. Box 400 • RUSTON, LA 71273-0400 • TEL: 318.255.3822 • FAX: 318.251.0114
MARKETING@LINCOLNBUILDERS.COM • WWW.LINCOLNBUILDERS.COM • OFFICES IN RUSTON, LA, BATON ROUGE, LA & FORT WORTH, TEXAS



P.O. Box 400
RUSTON, LA 71273-0400

