

TRIED & TRUE

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SPRING 2020



FRATCO

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BETTER TOGETHER

To Tried & True Readers,

The first few months of 2020 have proven to be challenging for many people and communities. As a leader in the industry, I feel it is Fratco's responsibility to set the tone in the face of adversity. So while we are taking the necessary precautions to ensure the health and safety of our employees and customers, we move forward without fear.

As we charge ahead, we continue to make Algona feel like home, streamlining processes that allow for efficient work as we head into Fratco's busy season. While this time of increased production across all of our plants may not look the same as it has in previous years, we're working as hard as ever to fulfill our customers' needs. In fact, you'll learn in this issue of Tried & True that we've added more resources to the Fratco arsenal that allow for increased customer communication, allowing us to better serve you. Make sure you stay connected with Fratco as we continue to unfold projects that are in the works!

We encourage you to continue forward with strength and without fear. As always, thank you for your unwavering support and trust in Fratco. Please enjoy this issue of Tried & True!

Sincerely,



Chris Overmyer
President and CEO

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Locations

- 1** **Francesville Headquarters**
4385 S. 1450 W.
P.O. Box 368
Francesville, IN 47946
- 2** **St. Anne Location**
499 S. Oak St.
St. Anne, IL 60964
- 3** **Mt. Pleasant Location**
1600 W. Washington St.
Mt. Pleasant, IA 52641
- 4** **Algona Location**
2502 E. Poplar St.
Algona, IA 50511



NEWS, EVENTS AND ANNOUNCEMENTS

TRACK YOUR DELIVERY WITH ONFLEET

Fratco has recently begun utilizing a new tracking platform to keep our fleet organized. For our customers, this means you can now track your Fratco deliveries and easily communicate with Fratco drivers and dispatchers! You'll know your driver's exact location and expected time of arrival. This way, you won't waste time waiting around for your delivery and can stay efficient.

No app is necessary. When your order is ready for delivery you will receive a text notification with a tracking link.

JOIN THE FRATCO TEAM!

Want a job where your coworkers feel more like family members? We're hiring at all locations! To learn more about working for Fratco and view open positions, visit our careers page.

[fratco.com/employment](https://www.fratco.com/employment)

MEET

STACIE BACCAM

MT. PLEASANT OPERATIONS MANAGER



Creating an efficient and productive workflow is a team effort and at Fratco, one important member plays a key role. Stacie Baccam is an operations manager at Fratco's Mt. Pleasant, Iowa location and has fulfilled this role since September of 2011. While her job involves overseeing facility operations and making sure everything is running according to plan, Baccam sees her job as much more than that.

"Fratco is a place where I can come to work every day and enjoy what I do," said Baccam. "I love that about it. It's a job, but it doesn't feel like it."

Prior to working at Fratco, Baccam was working for a much larger company. When the company sold, she had the option to relocate. But as fate would have it, Fratco was moving into town right around that time. In Baccam's eyes, it was perfect timing.

Once Baccam began working at Fratco, it did not take long for her to see how differently things were run from her previous employer. She was surprised when her coworkers started to feel more like family members than colleagues, and how everyone genuinely seemed to care for one another.

"I absolutely feel connected to my coworkers, always," said Baccam. **"I don't look at us as individuals, I look at us all one a big team. Our team works together to make things happen and get our customers what they need."**

The connectedness among the Fratco family does not stop at its employees. Baccam notes how the family feel extends to customers, too. She explained when customers come through their doors, they are greeted

by name and asked about their lives and their families. At times, people will come in simply to chat and get out of the fields on a rainy day, proving that Fratco goes far beyond serving its customers, making it feel more like a friendship than a business transaction.

Baccam also notes Fratco's growth-centric mindset, both for the company and its employees. She described the fascination she feels in watching Chris Overmeyer explore new ideas, create new products, expand their reach and redefine ways of doing things. But the company also takes the time to invest in the development of its people.

"I've grown in every way since starting at Fratco," said Baccam. **"Fratco has a way to guide you and support you from every angle to help you grow as an individual within the company. Everyone's there to help each other improve."**

For Baccam, she is proud to be part of a company that excels in the quality of the products manufactured and the customer service extended to old clients and new faces. And for those who wish to join the Fratco family, Baccam offers a word of advice:

"My biggest advice for someone coming into Fratco would be to work hard because hard work is always noticed. They're always looking for people to move around and move up in the company and they really do reward hard work."

BUILDING A BRIGHTER FUTURE

Improving water quality and agronomics
through drainage management

In a world where the conservation of resources is becoming increasingly important, supporting the mission of experts is going to be the key to ecosystem productivity, wildlife survival, environmental biodiversity and, in the drainage realm, farming success. The Agricultural Drainage Management Coalition (ADMC) was established

to promote this exact mission, and Fratco is proud to be an active member in supporting this important cause.

ADMC was formed in 2004 and serves as a resource for educating the public on the latest technologies in drainage water management systems. They

aim to assist the agricultural and environmental communities by promoting practices that improve water quality and increase yields for food and energy producers. ADMC works at the local and state level to educate farmers, drainage and conservation groups as well as local, state and federal authorities to build an understanding of the

latest drainage water management systems. In addition to controlled drainage, the organization promotes the use of other practices that improve water quality and agroeconomics, including saturated buffers and refined bioreactors.

“[We do] a little bit of everything. Starting with practice development, which involves finding these practical solutions that work in the landscape with our production systems and provide environmental benefits at the same time,” said Keegan Kult, the executive director of ADMC. “Once we have a good grasp on these practices, we begin educating people about them.”

On the education side of their work, ADMC offers training programs and workshops to inform and promote conservation practices. The types of people you see at these events range from water conservation district staff, farm managers, drainage contractors and sales representatives of drainage pipe manufacturers. This past year, ADMC facilitated activities at a two-day workshop for advanced conservation drainage training, which was organized by the Illinois Nature Conservancy. As highly-organized events like these increase in frequency, so will awareness of the environmental issues at play and best practices to hinder them.

The goal is to raise awareness for these practices to have them recognized as important and valuable in the industry. Then, companies can have candid conversations with their customers and clients, allowing them to make an informed choice when it comes to conservation practices.

ADMC also provides educational services to customers of companies who are involved with their programs to help explain the importance of these practices and the impacts they have.



ADMC FIELD DAY

ADMC hosts and supports events across the United States year round to promote water conservation.

“I really look at it as being the advocate for these conservation practices,” said Kult. “Just because we have a list of these practices that we know will work well in the landscape doesn’t mean that anybody is really picking up the charge to get them out there. It’s becoming more relevant that there’s increased pressure to start implementing these practices at a meaningful scale. It’s important for somebody to take that charge and that’s what ADMC is attempting to do.”

While raising awareness for these practices is a hurdle in itself, convincing landowners to front the cost for implementing them is another beast entirely. Kult explained that this is easier done with structural changes such as controlled drainage and drainage water management since those practices can illustrate their benefit through increased yields and higher profits. Saturated buffers and bioreactors on the other hand involve less personal impacts and instead have wider



SATURATED BUFFER

Recently installed distribution line for a saturated buffer to allow water to drain through the soil of a filter strip.

implications for national and even global water quality, which make them harder to sell. That said, part of ADMC's work involves finding the most attractive financial aid packages for landowners. And by combining state and federal programs together, ADMC is often able to obtain 100-percent cost share for landowners to implement these practices, which is something they are very proud of.

As a voice of authority in the field, ADMC understands that actions taken in the midwest have a ripple effect, and can have bigger ramifications nationally.

Right now, a major concern for the organization involves looking into the effect the Corn Belt region has on the Gulf of Mexico through the Mississippi River. For coastal waters,

hypoxia, or low oxygen levels, tends to be a topic of great concern. To help address this issue, a hypoxia task force has been created to set nutrient reduction strategies for states within the basin.

Concerns that hit a little closer to home in the midwest involve water conservation efforts in the Great Lakes, especially the western Lake Erie basin. Without a national regulatory approach in place, each state is addressing resource concerns differently, making the work that ADMC does all the more important in order to align strategies.

ADMC is always open to new members and encourages people to get involved with their mission when and where they can. They strive to connect farmers and landowners with resources in regards to funding

that make conservation more accessible and are excited about a number of new projects they are kickstarting in Iowa in the near future. There is power and strength in numbers, so the more people they can rally behind their cause, the closer they become to fulfilling their important mission.

 **VISIT ADMCOALITION.COM**

Explore ADMC's website to learn more

BIOREACTORS

Bioreactors utilize a carbon source, typically wood chips, to remove nitrates carried in drainage water.



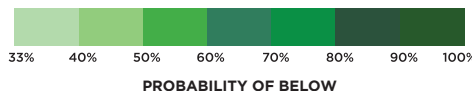
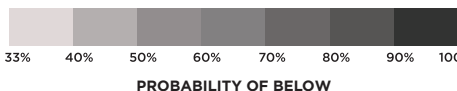
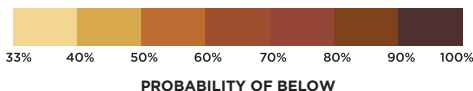
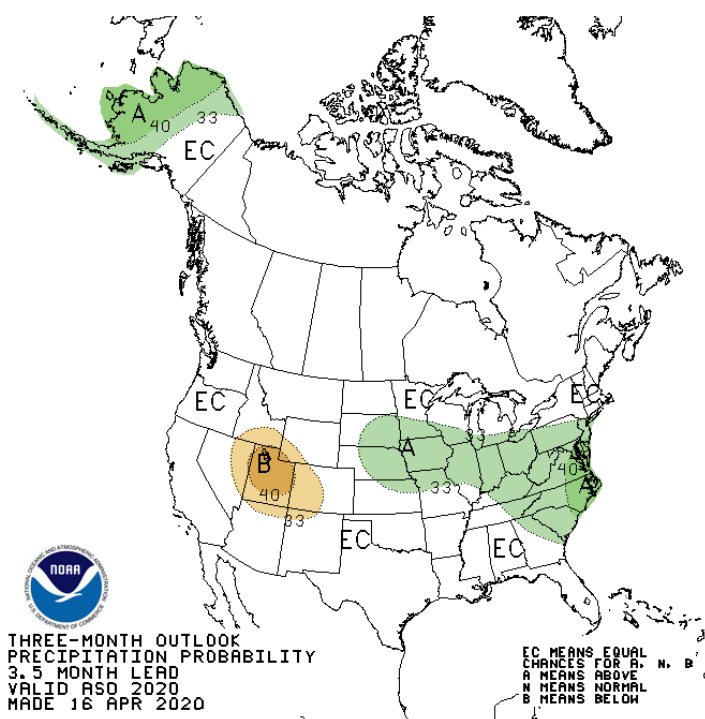
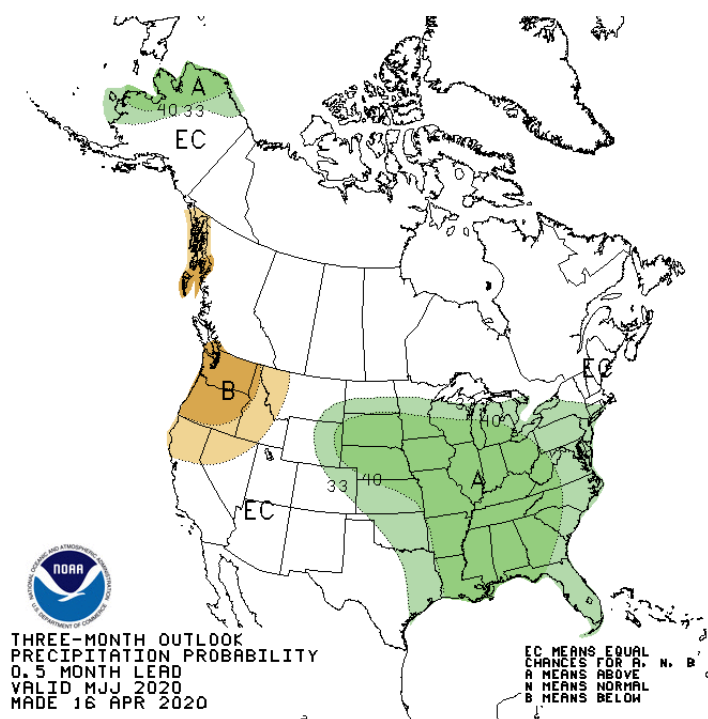
PRECIPITATION OUTLOOK

FROM THE NATIONAL WEATHER SERVICE

2020

APR-JUN

JUL-SEPT



Nothing about the future is set in stone, and weather predictions are no exception. But in an industry where thorough preparation is fundamental, having an idea of what lies ahead can be the difference between business as usual and battling rain delays. Always keep an eye on daily and weekly weather outlooks, but also set yourself up for success by planning ahead through seasonal forecasts.

For the latest weather information, visit the National Weather Service's website.

www.noaa.gov

5

REASONS WHY



UNIFORM FIELD CONDITIONS

Fratco drainage systems provide uniform field conditions across your farm earlier in the year. You can get in, plant and get out before winter takes over. **Research suggests proper drainage can get you in the field a month ahead of schedule.**



RELIABLE YIELD INCREASE

Pipe drainage produces a reliable and consistent yield increase. A recent university study showed that undrained soil saw a 46% fluctuation in yield in comparison with drained soil that only varied by 18%. Consistent yield allows for dependable cash flow which makes planning a budget even simpler.



LONG-TERM SUCCESS

Correctly pattern-tiling means you're set up for long-term success. Add control structures and extra laterals to evolve your system into controlled drainage or a subsurface irrigation system as technology advances.

DRAINAGE MATTERS



FASTER CROP MATURITY

With a Fratco system in place to properly drain fields, you're able to start working as much as 30 days sooner and operate your machinery at all times. As a result, **your crops mature faster and earlier which saves you on drying costs in the long run.**

\$\$ HIGHER PROPERTY VALUE

Keeping land in good condition can provide more than just a strong harvest. With higher quality soil resulting from proper drainage infrastructure leading to consistent yield production year-after-year, **your land will be worth considerably more should you ever decide to sell or lease the property.**



**CONTACT ONE OF OUR SALES
REPS FOR MORE INFORMATION,
OR VISIT: [FRATCO.COM](https://www.fratco.com)**



STAYING ON TRACK

LAUNCHING MOBILE DELIVERY TRACKING

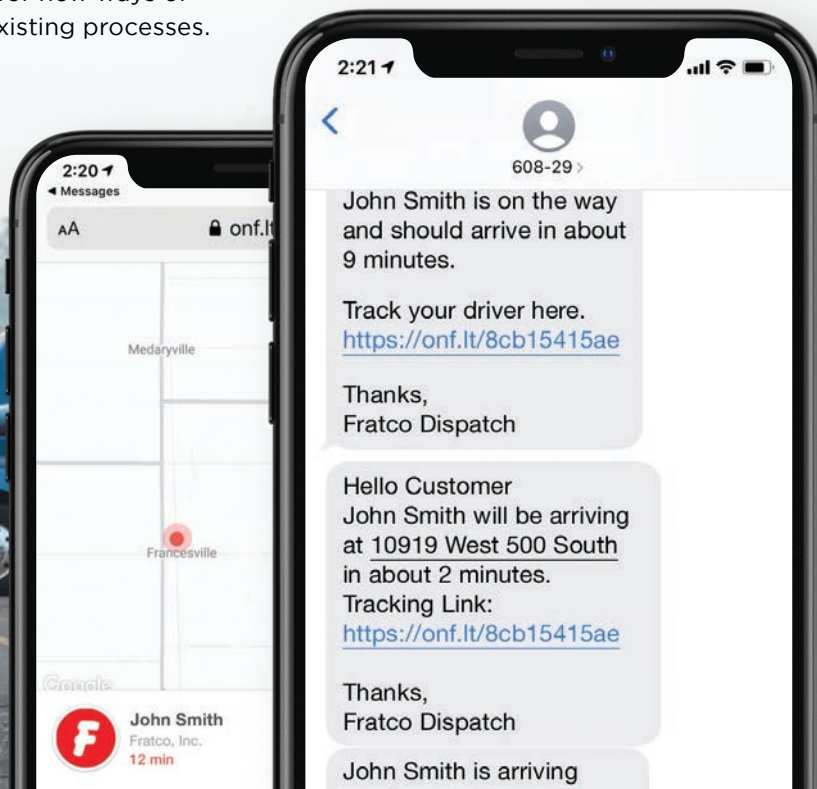
Constantly striving for innovation involves more than developing new products on the market. It also means frequently reviewing current processes and analyzing what improvements should be made in all areas of business. For Fratco, the most recent update comes in the form of streamlined communication with customers.

By leveraging a delivery management platform, Fratco now offers a seamless delivery tracking experience which allows customers to receive updates in real time directly to their phones. Additionally, customers can place a pin on a map to precisely indicate where they need their order dropped off as well as easily communicate with Fratco drivers and dispatchers via phone call or text message.

“Top-notch customer service is something we really pride ourselves on,” said Chris Overmyer, President and CEO of Fratco. “We’re always looking for new ways of doing things or methods to improve existing processes.

Our goal with incorporating delivery tracking is to further open the lines of communication and make things easier for our customers so we can help them continue to be efficient.”

The convenience of this service is further emphasized by the fact that customers of Fratco will not need to sign up or download any additional apps on their smartphones to opt into this service. Once they place an order, they will automatically be enrolled in mobile delivery communications, receiving text alerts about the status of their delivery. They will also be texted a link where they can track their delivery driver throughout the journey. For customers, this means there’s no more time wasted guessing when or where the driver will show up to drop off the delivery, allowing them to focus on other necessary tasks while Fratco handles the rest.

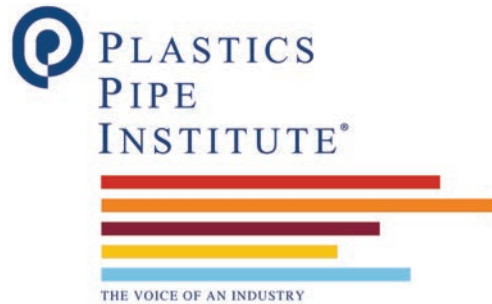


INDUSTRY NEWS

HAVING ACCESS TO UP-TO-DATE INFORMATION IS CRUCIAL FOR UNDERSTANDING HOW THE INDUSTRY EVOLVES.

HERE ARE A FEW KEY NEWS ITEMS AND RECENT DEVELOPMENTS TO HELP YOU STAY INFORMED.

BROUGHT TO YOU BY:



NEW TECHNICAL DOCUMENT ANNOUNCED FOR CPVC PIPING SYSTEMS

In January 2020, technical note TN-62 was published with the help and financial support of the members of the Plastics Pipe Institute Inc. (PPI). The purpose of this technical note is to discuss the suitability and fitness of CPVC piping systems for commercial building applications. The document discloses that CPVC piping systems are suitable for many commercial building applications, including hot- and cold-water distribution (potable water plumbing), fire protection, chilled water and hydronic heating and cooling systems.



To read TN-62 in its entirety, visit:
plasticpipe.org/pdf/tn-62.pdf

NEW HDPE CONDUIT OVALITY TECHNICAL DOCUMENT AVAILABLE

A new document about ovality in high-density polyethylene (HDPE) conduit has been published by PPI. TN-61 “Coilable HDPE Conduit Ovality and Coil-Set” explores situations that can cause ovality and coil-set in HDPE conduit products and describes measures that can be taken by installers to correct or reduce these issues. PE conduit is widely used in trenching, horizontal directional drilling (HDD) and plowing installation methods.



To download this document, visit:
plasticpipe.org/pdf/tn-61.pdf

NEW STORMWATER DRAINAGE HANDBOOK ANNOUNCED

PPI announced the publication of its Corrugated Plastic Pipe Drainage Handbook entitled 21st Century Drainage Solutions. This comprehensive manual contains a wealth of information about the design and management of corrugated plastic pipe stormwater systems. The PPI members developed this Handbook using the leading technical experts from industry, academia and consulting engineering. This handbook is a remarkable resource for Departments of Transportation, design engineers, contractors and users wanting sustainable, resilient, and cost-effective drainage solutions.



To download this free handbook, visit:
plasticpipe.org/drainage/handbook.html

MAB-3 PE 4710 HDPE WATER PIPE SYSTEMS GUIDE UPDATED

The MAB-3 Model Specifications Guide for PE 4710 Buried Potable Water Service, Distribution and Transmission Pipes and Fittings has been updated and is now available for download. This guide is intended for engineers, users, contractors, code officials, and other interested parties for use in the design, construction, and installation of high-density polyethylene (HDPE) pressure water piping systems. Covering everything from system design parameters, quality control, pressure classes, pipe and fittings, training and inspection, and various joining and installation methods.



You can download the guide here:
plasticpipe.org/pdf/mab3.pdf

BETTER TOGETHER

HOW MANSKE LLC BECAME FAMILY

It's a known fact that Fratco would not be here without its loyal customers. This is a sentiment expressed by employees across every location. But sometimes, the inverse is true, and Fratco is able to make an equally profound impact on its customers.

Manske LLC, located in Le Sueur, Minnesota, is one of Fratco's largest customers and distributors, though they did not start out that way. When the owner of Manske LLC, Ron Manske, was first introduced to Fratco in 2012, he was selling golf carts. He heard rumors of Fratco opening a plant in Iowa and through a mutual friend of Fratco salesman Alan Kruzka, knew they were looking for a distributor in Northern Iowa and Southern Minnesota. Having previously been a salesman for a competing drainage supplier, he had bought fittings from Fratco and knew

of the high quality products they produced. He had the knowledge of the industry and an insatiable desire to provide for his family.

Kruzka encouraged Manske to join him at an engineering show at Iowa State University. Manske decided to attend the show to meet Kruzka and within an hour and a half the deed was done.

"They shook my hand and made us a distributor," said Manske. "They took a big chance on us. I didn't have a lot of collateral or receivables. But there was trust in that handshake between Fratco and Manske LLC."

Eight years after that fateful handshake, Manske's business is booming. What started as he and his wife, Dana Mankse, hauling pipe on a golf cart trailer hitched to the

back of a Ford Escape has evolved into a 15-truck and trailer fleet with five full-time employees. They have accumulated an impressive customer base who are incredibly loyal. So much so, that they refuse to work with other drainage suppliers, even if that means shifting their schedules or switching products.

"Once the customer uses our product and experiences our service, the loyalty and the honesty that we receive from them is the best," said Manske. "I've even had a couple customers that knew they couldn't get their product from us because it involved sizes that we didn't carry. Instead of going to one of my competitors who was closer to them, they waited until we could get their products in stock and switched to a different job that we could help with in the meantime. They say, 'Nobody treats us like you do.'"



This loyalty is something to covet as it is not easily won. For Manske LLC, that means they can be reached 24/7 to ensure any issues are resolved and any order can be fulfilled as quickly as possible. While it is unconventional and many companies are weary of being open seven days a week, Manske explains it helps to keep them competitive. Plus, with a team as passionate about service as Manske's, they are happy to do it for their customers.

Speaking of customers, one of Manske LLC's biggest customers is a company owned by Manske's younger brother, Bill. When Manske first started distributing Fratco products, Bill was thrilled because he was aware of Fratco's overwhelmingly positive reputation and jumped at the opportunity to start taking pipe orders. Bill has connected Manske LLC to a number of new customers over the years and has supported his brother in countless ways. Without him, Manske asserts the company would not be as successful as they are today.

RON AND DANA MANSKE

Ron credits much of the company's success to his wife, Dana, who he says is the true CEO.

Another important aspect of Manske's success is the cohesive team behind the operation. Manske stresses that Manske LLC would not be the same without his wife leading the charge, his son, Ben, by his side and the rest of his team working collectively to reach their goals. While his other son, Matt, lives in North Carolina, Manske acknowledges that he has been a huge supporter of the company's success.

Manske also considers Fratco to be an incredibly crucial member of this team. Their partnership with Fratco has worked remarkably well, largely because of a shared vision of family, quality and going the extra mile for their customers.

"There are so many instances

where Fratco went the extra mile for us," said Manske. "If they know a customer has a purchase order and we are limited on time, they are so quick to act. They've brought it out of Mt. Pleasant, Iowa and St. Anne, Illinois. They've brought it out of their headquarters in Francesville, Indiana, too. These guys have gone above and beyond to supply products to our customers, even if it means loading up the truck and sending it out the next day just make our customers happy. You won't find that many places."

The pairing of these two companies is successful because they see eye-to eye on a fundamental level. With both companies placing family at the forefront, their customers ultimately become part of their respective families. That means doing



AVAILABLE 24/7

Located in Le Sueur, Manske serves contractors throughout Minnesota and Iowa.

everything in their power to make sure a job is done well, and working effectively to solve problems as quickly as possible should they arise.

Manske's appreciation for Fratco extends beyond customer service. He expressed his gratitude for Fratco's devotion to maintaining the quality of their products. Manske is proud to say he's a distributor for Fratco because he knows the processes Fratco has in place, from sourcing the materials to quality checks throughout the entire manufacturing process, allow for only the best pipe to make it into the ground.

"The best quality pipe in the world is right here and it points to Fratco, and it has for many years," said Manske. "They're almost a hundred years old and that's evident in what they're doing. They are incredibly quality-conscious which truly makes for a superior product."

Before Manske LLC was established and he worked as a salesman for another pipe company, he didn't



get the same amount of positive feedback as he does with Fratco. With Fratco, when customers call unexpectedly, it is rarely to express dissatisfaction; it's almost always to order more pipe. Manske is convinced without Fratco's commitment to quality, Manske LLC would not be experiencing the success they are today.

Manske LLC has now helped to encourage Fratco's expansion, specifically through the construction of their new Algona plant, and Fratco has bolstered Manske through the highs and lows of the last eight years. The mutual respect between these companies has formed an honest, everlasting partnership.

Manske expects their company to continue experiencing rapid growth in the future, with Fratco by their side every step of the way.

Reminiscing over the years of hard work and looking back at how far he and his family have come, Manske feels emotional. The intense gratitude he feels for Fratco supporting his business and the pride he experiences doing his job everyday is palpable.

"I don't call it work anymore and I haven't in years," said Manske. "When I wake up in the morning, I know Dana's going to be okay, and I know my boys are going to be good. I just thank God he gave me



DID YOU KNOW?

TRACKING

DELIVERIES IS NOW MORE CONVENIENT

From our beginnings as a clay tile kiln to becoming an early producer of plastic drainage pipe, we have always had an eye for innovation. Today we are a leader in producing drainage solutions but innovation isn't only about products, it's also about service. Just recently we introduced a delivery tracking system that offers customers a convenient way to track shipments and communicate with drivers to get the product exactly where they need it when they need it.

WE PERSEVERE

IN THE FACE OF UNCERTAINTY

As these unpredictable circumstances surrounding COVID-19 persist, our values are holding steady, which means our work to tirelessly serve our loyal customers continues. While we are operating with limited staff, we're still actively manufacturing pipe and fulfilling orders through dispatch across all of our Fratco locations. While our offices are closed to the public, you can still reach us at 800-854-7120 or office@fratco.com.

TRIED AND TRUE

DOWNLOADS ARE NOW AVAILABLE

Read past issues of Tried and True, share them with friends and family or sign up to be notified when future issues drop — you can do it all from our website! We're proud to share the stories that made us who we are today while demonstrating the values that we are known for.

To learn more, visit:
fratco.com/tried-true

QUALITY PIPE REQUIRES QUALITY RESIN

IF IT'S NOT RIGHT, IT DOESN'T SHIP, PERIOD.

At Fratco, we take pride in the quality of our pipe and it all starts with the resin. Whether it's a blend of high-quality recycled plastics used in our R-Series or the pristine virgin plastics used in our V-Series resins, we source only from partners who share our vision of excellence.

But the pursuit of excellence doesn't end at sourcing. We rigorously test both our virgin and recycled resins to the same high standards—above and beyond industry expectations. And we don't just test once, but continuously throughout our manufacturing process to meticulously maintain those standards of quality.

Why do we make the effort? Our CEO, Chris Overmeyer, says it best:

"Our customers are relationship-based; they're friends of ours. Sometimes they're generations deep. It's important for us to deliver a high-quality product. We want to be the phone number you call regardless of what your job requires."

We hold ourselves to high standards so our customers can be confident in the quality of Fratco pipe.

Choice. Reliability. Quality. It all starts with the resin. Check out the video below to learn more.

LEARN MORE ABOUT OUR



RESIN BLENDS

• **SCAN THE QR CODE** •

Learn more about the resin
we use at Fratco!



• **OR VISIT** •

www.youtube.com/watch?v=3gUSWaP30vc





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