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FALL 2024

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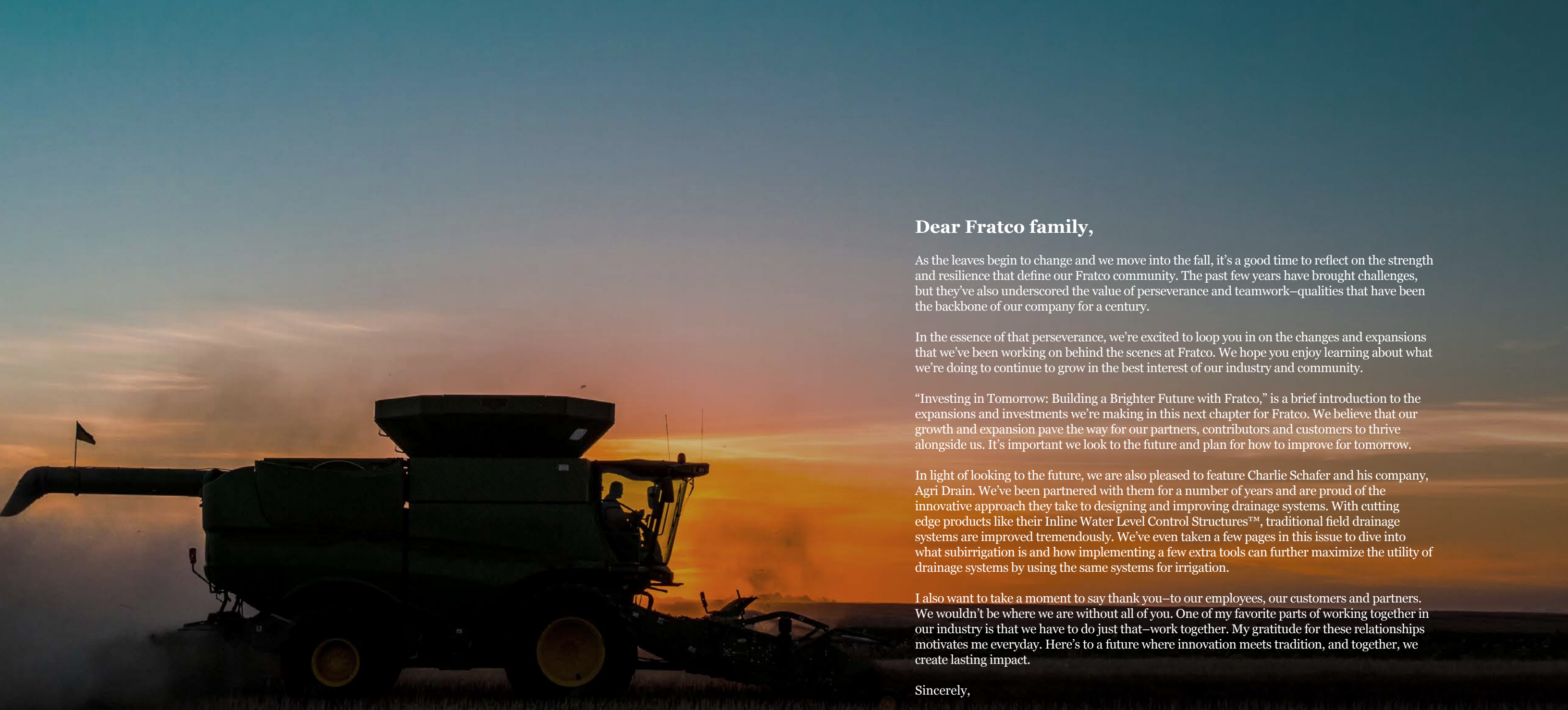
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Dear Fratco family,

As the leaves begin to change and we move into the fall, it’s a good time to reflect on the strength and resilience that define our Fratco community. The past few years have brought challenges, but they’ve also underscored the value of perseverance and teamwork—qualities that have been the backbone of our company for a century.

In the essence of that perseverance, we’re excited to loop you in on the changes and expansions that we’ve been working on behind the scenes at Fratco. We hope you enjoy learning about what we’re doing to continue to grow in the best interest of our industry and community.

“Investing in Tomorrow: Building a Brighter Future with Fratco,” is a brief introduction to the expansions and investments we’re making in this next chapter for Fratco. We believe that our growth and expansion pave the way for our partners, contributors and customers to thrive alongside us. It’s important we look to the future and plan for how to improve for tomorrow.

In light of looking to the future, we are also pleased to feature Charlie Schafer and his company, Agri Drain. We’ve been partnered with them for a number of years and are proud of the innovative approach they take to designing and improving drainage systems. With cutting edge products like their Inline Water Level Control Structures™, traditional field drainage systems are improved tremendously. We’ve even taken a few pages in this issue to dive into what subirrigation is and how implementing a few extra tools can further maximize the utility of drainage systems by using the same systems for irrigation.

I also want to take a moment to say thank you—to our employees, our customers and partners. We wouldn’t be where we are without all of you. One of my favorite parts of working together in our industry is that we have to do just that—work together. My gratitude for these relationships motivates me everyday. Here’s to a future where innovation meets tradition, and together, we create lasting impact.

Sincerely,

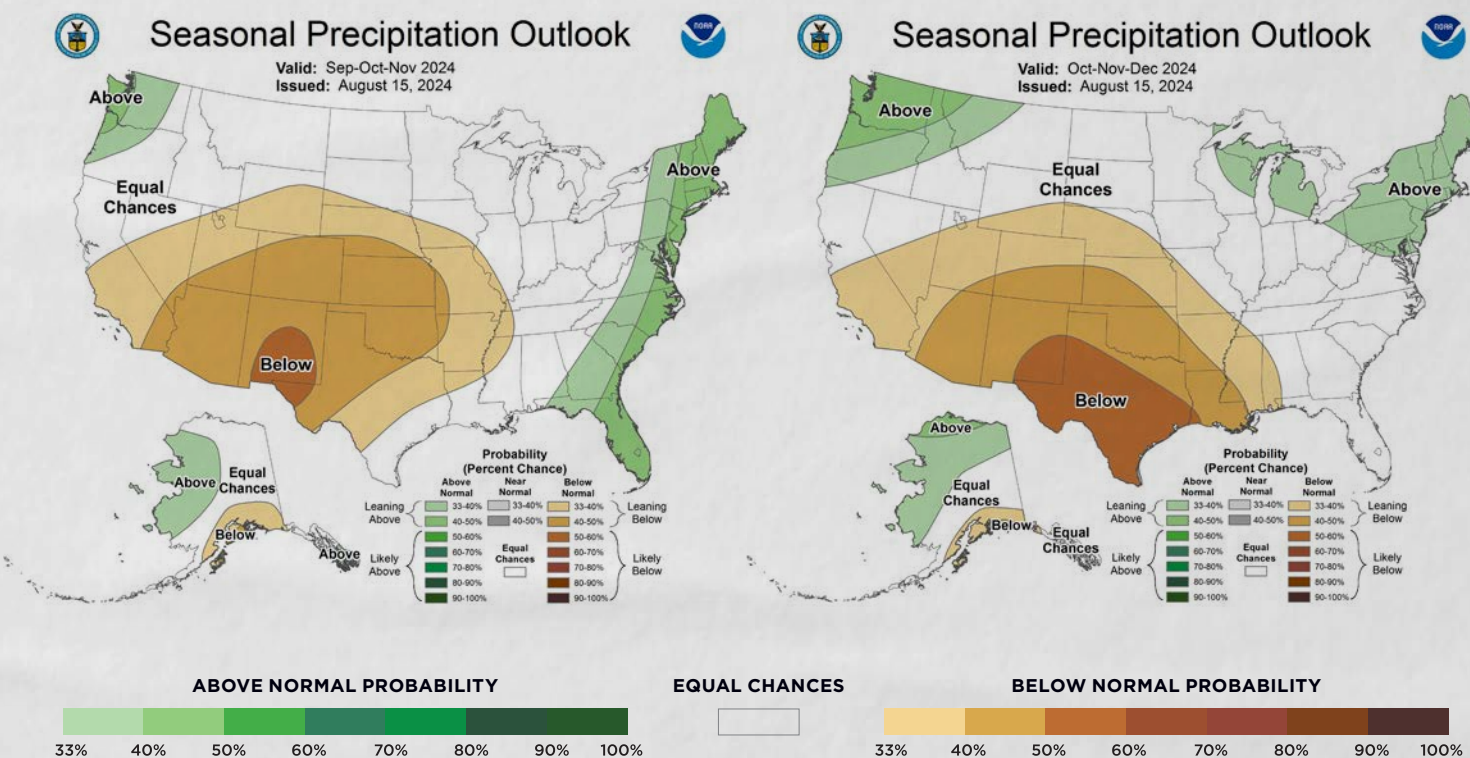
Chris Overmyer
President and CEO

Precipitation Outlook

FROM THE NATIONAL WEATHER SERVICE

SEP-NOV

OCT-DEC



The future brings a constantly shifting landscape, and weather predictions are no exception. In an industry where preparation is the cornerstone of success, having a glimpse into what lies ahead can make the difference between a normal day or an unforeseen setback. Staying vigilant with daily and weekly weather updates is essential. Take proactive steps towards a successful future by considering seasonal forecasts for a broader perspective on the coming season.

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

www.weather.gov



Blueprint for Success

Start where you are.
Use what you have.
Do what you can.

- ARTHUR ASHE, AMERICAN TENNIS PLAYER

Begin Here and Now: The Power of Starting

In the pursuit of goals, we often wait for the perfect moment, the ideal resources or the absolute certainty of success. However, Ashe's advice offers a different perspective: the art of starting with what you currently have and where you presently are.

Success is not contingent on perfect conditions; it grows from the willingness to begin with the present circumstances. It's about recognizing the resources at your disposal—no matter how modest—and utilizing

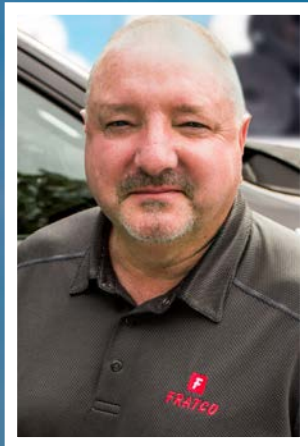
them to the fullest. This could mean leveraging your current skills, the knowledge you possess or the network you've built.

Moreover, doing what you can is a testament to your commitment. It's about making the most of each day, each opportunity and each challenge. Even the smallest actions, when consistent and purposeful, can lead to significant achievements.

This approach is empowering. It eliminates the 'waiting for the right moment' mindset and replaces it with a 'making the moment right' attitude. Remember that your journey begins with the step you take **today**.

So, take a moment to reflect on where you are and what you have. Then, take a step forward, do what you can and watch as the path of success unfolds from the very spot you stand on. ■

INDUSTRY NEWS



CRAIG DOUGLASS JOINS PPI BOARD

Fratco's own, Craig Douglass joins the PPI board of directors as the Drainage Division Chair for 2024.

FARM BILL STILL STALLED

Congress is still debating over price increases for commodity crops and proposed cuts to SNAP in this latest version of the \$1.5 trillion agriculture package.



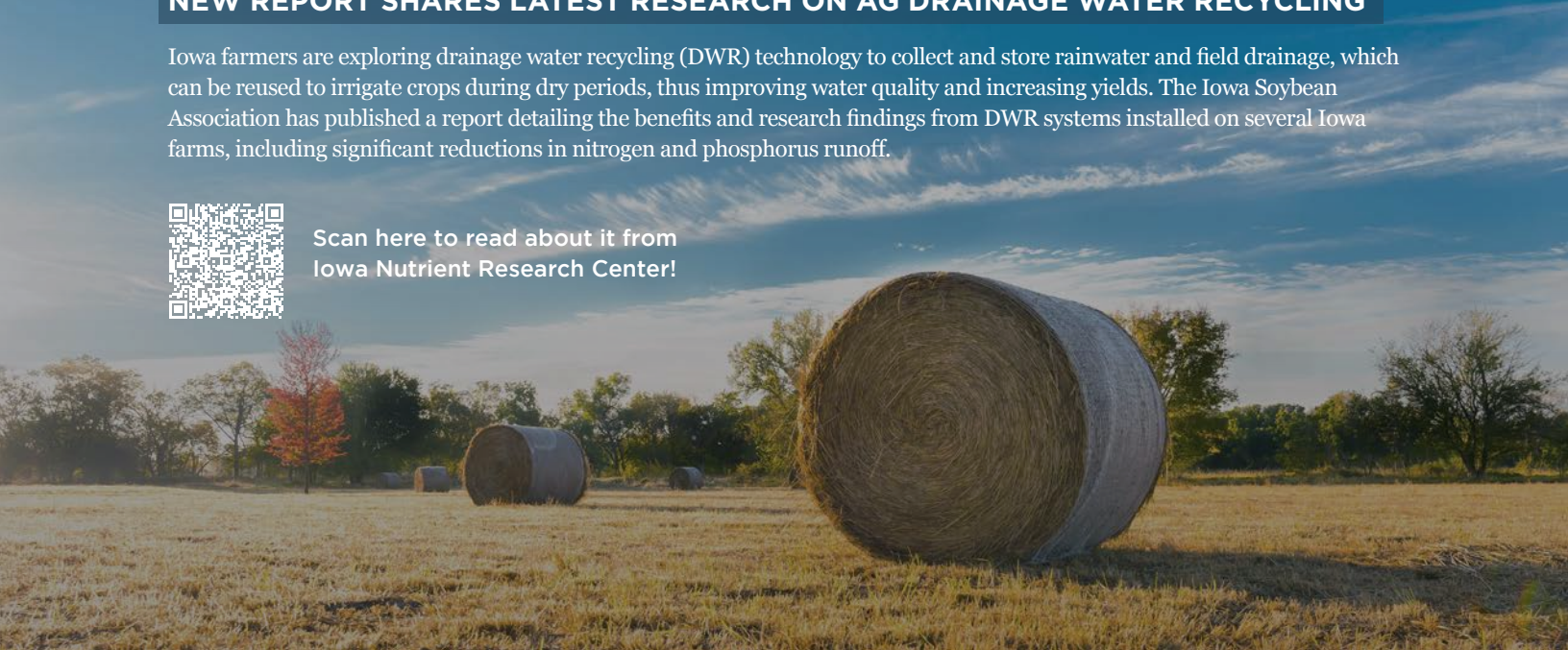
Scan here to read about it from [publicnewsservice.org!](https://publicnewsservice.org/)

NEW REPORT SHARES LATEST RESEARCH ON AG DRAINAGE WATER RECYCLING

Iowa farmers are exploring drainage water recycling (DWR) technology to collect and store rainwater and field drainage, which can be reused to irrigate crops during dry periods, thus improving water quality and increasing yields. The Iowa Soybean Association has published a report detailing the benefits and research findings from DWR systems installed on several Iowa farms, including significant reductions in nitrogen and phosphorus runoff.



Scan here to read about it from [Iowa Nutrient Research Center!](https://www.iowanutrientresearchcenter.org/)



MEET ROBERT BOYD

YARD SUPERVISOR IN FRANCESVILLE

When Robert Boyd first walked into Fratco's Francesville Plant, he was stepping into a world that was entirely new to him. Having spent years in the seed corn sector, Robert was no stranger to hard work, but the challenges of a busy yard supervisor role in the pipe industry were a different kind of test. He approached this new environment with an open mind and a strong determination to contribute meaningfully to his team. His willingness to take on this challenge and grow in a new industry has been a key factor in his success at Fratco.

As Yard Supervisor, Robert quickly found himself at the heart of the action, managing a team of eager, young workers who shared his drive for excellence. What stands out most to Robert isn't just the work itself but the spirit that his team—and Fratco as a whole—brings to every task. "They're always trying to do better," he says with a smile. It's this collective energy and the shared goal of constant improvement that makes the yard more than just a place of work—it's a space where ideas come to life and where every day brings a new opportunity to tackle problems in creative ways.

One of Robert's most memorable moments came early in his time at Fratco, during a chance encounter with Chris Overmyer. Robert recalls the day vividly, explaining that he was still new and still nervous. "Me and Chris were talking and at the time, I didn't even know he was the CEO. I thought we had an average guy here. So he gives you no indication of who he is; he doesn't give off any vibes like that. I'm talking to him as if he was just a standard customer walking in."

As they continued their conversation, Robert's initial impression didn't change. "So we're out and he's looking at some pipe, and I'm trying to explain it, and he's asking all kinds of questions. Then we get out there and he was telling me about some improvements that he thought we could see and I'm like, okay a little different coming from a customer."

It wasn't until later that Robert learned just who he had been speaking with. "He never told me who he was until I got back and he walked right through the office and then Jason, the project manager, said, 'How was that visit?' And I said, 'What do you mean?' He responded, 'That's Chris Overmyer.' I said,



'No... this is such a nice guy!'" The moment was humbling, yet it also reinforced Robert's belief in the kind of leadership that Chris embodies—leadership that's approachable, grounded and deeply invested in the people who make up the company. While embarrassed at the time, he told us, "In my previous position, upper management didn't even know my name."

Robert speaks with pride about the atmosphere in the yard, where colleagues feel more like family, and where everyone looks forward to coming to work each day. He was quick to note the impact that each little decision has on other parts of the industry in the long run, and how that plays into his team's daily role. He explained to us how, "Even the smallest mistake or imperfection can end up costing someone millions of dollars down the line through things like crop loss or flooding." It's this perspective that motivates Robert to put a strong emphasis on doing work the right way the first time.

From day one, Robert has brought a spirit of hard work and a commitment to excellence that has left a lasting impact on his team and the entire Francesville yard. Robert's ability to navigate challenges and inspire those around him has made him an important figure in the daily operations, where his influence is felt in every task and project. In the fast-paced, ever-changing environment of the Francesville yard, Robert has not only found his stride—he has set the pace. ■

2024-2025 TRADESHOW SCHEDULE



SCAN HERE

Coming to a tradeshow
near you—see you there!

UNDERSTANDING SUBIRRIGATION

A GAME-CHANGER FOR AGRICULTURE
WITH CHARLIE SCHAFER

When it comes to innovative farming techniques, few methods have sparked as much conversation as subirrigation. It's been a game-changer, especially for farmers grappling with the challenges of poorly drained soils. We had the opportunity to sit down with Charlie Schafer, CEO of Agri Drain, to learn why this technique is making waves in the industry. Charlie's insights go beyond the basics, offering a deeper understanding of how subirrigation works and why it is a great step forward to more sustainable agriculture.

WHAT IS SUBIRRIGATION?

Subirrigation is an agricultural irrigation method where water is delivered directly to the root zone of the plants through a network of underground pipes, like previously installed drainage systems. This method contrasts with traditional irrigation techniques, which typically apply water from above the ground, such as sprinkler systems or surface flooding. Subirrigation systems are especially

beneficial for fields with flat topography and heavy clay soils, which are prone to waterlogging and poor drainage.

HOW DOES SUBIRRIGATION WORK?

In subirrigation, water is supplied to the soil through perforated pipe installed beneath the field's surface. The pipe is connected to a water source, which can be a pond, well or stream. Either pumps or simply gravity bring the water into the system, and then gravity distributes the water throughout the system. The water then moves upward from the pipe into the soil, moistening the root zone directly.

The process can be visualized as similar to a sponge soaking up water from the bottom. The soil acts like the sponge, drawing water upwards through capillary action. This method ensures that water reaches the roots efficiently, reducing wastage and evaporation losses common with surface irrigation systems.

COMPONENTS OF A SUBIRRIGATION SYSTEM

- 1. UNDERGROUND PIPE:** Perforated pipe laid out in a grid or parallel lines beneath the soil surface.
- 2. WATER SOURCE:** A pond, well or stream that provides the necessary water.
- 3. PUMPS AND GRAVITY FLOW:** Used to deliver and distribute the water through the pipe.
- 4. VALVES AND CONTROLS:** Automated or manual valves to regulate water flow and distribution.
- 5. MONITORING SYSTEMS:** Sensors and controls to manage water levels and ensure optimal soil moisture.

CONTINUE READING ▶▶▶

We are proud to supply Agri Drain's **Inline Water Level Control Structures™**, which let farmers manage the water levels in their soil. It's what makes subirrigation tick by working like the brain of a drainage system. By adjusting the stoplogs, the user can easily set the water height where he or she wants it. This control helps manage water flow, keep valuable nutrients in place and reduce the risk of flooding.



CHECK IT OUT
HERE!



BENEFITS OF SUBIRRIGATION

EFFICIENCY:
Subirrigation is highly efficient because it delivers water directly to the root zone, minimizing evaporation and runoff. This method uses less water compared to traditional irrigation systems, making it ideal for areas with water scarcity.

ENERGY SAVINGS:
Since water is applied below the surface, it requires less energy to pump and distribute. The system operates at lower pressure compared to sprinkler systems, reducing energy consumption.

IMPROVED PLANT HEALTH:
By providing consistent moisture to the root zone, subirrigation promotes healthier plant growth. It prevents water from wetting the leaves, reducing the risk of fungal diseases and pest infestations. Plants also benefit from improved nutrient uptake due to the consistent moisture levels.

ENVIRONMENTAL BENEFITS:
Subirrigation helps in reducing soil erosion and nutrient leaching, which are common issues with surface irrigation. This method also supports better water management, contributing to sustainable agricultural practices.

SEAMLESS INTEGRATION:
The integration of subirrigation with existing drainage systems means that the transition can often be done without disrupting ongoing agricultural activities. This seamless adjustment allows farmers to adopt subirrigation strategies gradually, ensuring that the crops continue to receive adequate water throughout the conversion process.

CASE STUDIES AND APPLICATIONS

Charlie Schafer and Agri Drain have implemented subirrigation systems in various agricultural settings, showcasing their effectiveness. For example, in Florida, where high-value crops like kale, radishes and celery are grown, subirrigation has been used to address water scarcity and quality issues. In the Midwest, commodity crops like beans and corn are often sustained by subirrigation. The system's ability to provide uniform moisture without the drawbacks of surface irrigation has made it an attractive option for all crops.

Another successful application is in regions with tidal influences, where traditional irrigation methods fail. Subirrigation systems help in maintaining soil moisture levels without the need for frequent water applications, thereby conserving water and enhancing crop yields.

However, the technology still has room for improvement. Schafer explained that they are always working to improve the automation side of these systems to maximize the results they can provide.

Subirrigation represents a significant advancement in agricultural irrigation techniques, offering numerous benefits over traditional methods. Its efficiency, energy savings and positive impact on plant health and the environment make it an ideal choice for modern farming. As the agricultural industry continues to seek sustainable and effective water management solutions, subirrigation stands out as a promising method that addresses both the challenges and opportunities of contemporary farming practices. ■

WORK ANNIVERSARIES

Chad Eberhart	30 years	Cameron Edwards	4 years	Austin Simanson	2 years
Chris Overmyer	27 years	Zachary Wesely	4 years	Joel Hughes	2 years
Chad Nicholson	23 years	Andres Gonzales	3 years	Ana Alvarenga	2 years
Scott Craig	22 years	Corey Day	3 years	Jolene Hagedorn	2 years
Bobby Howard	22 years	Reece Eakins	3 years	Jason Lingenfelter	2 years
Alan Kruszka	15 years	Kiara Granados-Dias	3 years	Maxston Baker-Hoover	2 years
Adam Luttrell	8 years	Ron Probasco	3 years	Candido Lopez Pons	1 year
Kiley Miller	6 years	Jade Crum	3 years	Makayla Cam	1 year
Carrie Carver	5 years	Guadalupe Aguirre	2 years	Tristan Carter	1 year
Nathaniel Depew	4 years	Blaine Bowman	2 years	Floralma Perez	1 year
Cameron Dewitt	4 years	Ricardo Cardoza	2 years	Marvin Velasquez Eraso	1 year
Carlos Gonzalez	4 years	Chad French	2 years	Angel Leenders	1 year
Holly Craig	4 years	Edward Pollmeier	2 years	Masyuly Pina Hernandez	1 year

WELCOMING NEW HIRES

Maria Andrade	Lazaro Llerena Gonzalez	Charles Wycoff
Keiler Batista	Saira Montes	Noel Delgado
Blake Christofferson	Jose Orellana Ramirez	Eduin Sanchez Amorocho
Katelyn Feathers	Jose Perez	Joel Lopez Jiron
Cipriano Gutierrez, Jr.	Travis Stockman	
Aditya Kotecha	Osiel Torrez	

AGRI DRAIN

A LEGACY OF INNOVATION AND PARTNERSHIP

In 1976, a small family business in Adair, Iowa quietly began its journey. Few could have predicted that this modest venture, founded by Charlie Schafer and his brothers, would grow into a powerhouse in the drainage industry. Yet today, Agri Drain is a name every industry insider knows—a company that transformed itself from humble beginnings into an industry leader through relentless innovation and an unwavering commitment to understanding “what’s next.” But how did they achieve such a remarkable rise? The story of Agri Drain is one of bold decisions, cutting-edge technology and a vision that redefined what it means to manage water resources effectively.

FROM HUMBLE BEGINNINGS TO INDUSTRY LEADERSHIP

Agri Drain’s journey is one of evolution and adaptation. The company’s early days were spent installing drainage systems, a crucial service that helped farmers manage their water resources more effectively. But as the industry evolved, so did Agri Drain. Under the leadership of CEO Charlie Schafer, the company shifted its focus exclusively to manufacturing and distribution, a move that allowed them to pour their energy into creating cutting-edge products that would set new benchmarks for durability and efficiency.

The transition wasn’t just about business strategy; it was about seeing where the future of drainage was headed. Charlie and his team recognized that to stay ahead, they needed to be more than just a service provider—they needed to be innovators. And innovate they did.

THE POWER OF AUTOMATION

One of Agri Drain’s most significant advancements came with their embrace of automation. The Smart Drainage System®, their flagship product, represents a leap forward in how subsurface drainage is managed. This isn’t just a system; it’s a reimagination

of how to best manage water. By leveraging real-time data, the Smart Drainage System® optimizes water levels in agricultural fields, ensuring that crops receive the right amount of water at the right time. It’s a solution that’s as much about sustainability as it is about efficiency, helping farmers maximize their yields while being mindful of the environment.

The technology behind the Smart Drainage System® is as sophisticated as it is practical. With tools like float-operated water level control structures and automated gates and valves, the system allows for precise control over water flow, adapting to the ever-

changing conditions of the land. It’s this kind of forward-thinking approach that has positioned Agri Drain as a leader in an industry where the stakes are high and the demands are constantly evolving.

A COMMITMENT TO COLLABORATION

But Agri Drain’s success isn’t just built on technology; it’s also supported by relationships. The company’s involvement in the Agricultural Drainage Management Coalition (ADMC) and the Ecosystem Services Exchange (ESE) is a testament to their commitment to the broader goals of sustainability and environmental

stewardship. These organizations bring together industry leaders, often competitors, to collaborate on solutions that benefit everyone involved. It’s a rare but powerful example of how competition can give way to cooperation when the stakes are high enough.

CONTINUE READING ►►►



Charlie in the trench behind a Holland Drain FSS in the early 80s



Inline Water Level Control Structure new installation



Charlie Schafer, 2022



Purdue Research Project installation, 2010



Agri Drain facility in Adair, Iowa



Charlie Schafer on the right with a Holland Drainage FSS in the early 80s



Charlie Schafer at an Iowa LICA farm, 2020

“
**WE REALLY, TRULY ARE AN
INDUSTRY-DRIVEN COMPANY, SO
WE WORK TO NETWORK WITH
OTHER INDUSTRY PARTNERS.
THAT WAY WE CAN ALL BUILD ON
EACH OTHER'S SUCCESSES.**”

Charlie Schafer understands the value of these partnerships. “We really, truly are an industry-driven company,” he says, “so we work to network with other industry partners. That way we can all build on each other's successes.” These partnerships aren't just about business; they're about a shared vision for the future of the industry. Agri Drain is leading the way to advancing the field of drainage management, one innovation at a time. Their collaborations extend to every corner of the industry with figures like Frateco's Craig Douglass playing a key role in the ADMC's efforts to promote sustainable practices and improve water management across the board.

The unique relationship between Agri Drain and Frateco spans over three decades, it's a partnership forged in mutual respect and a shared commitment to quality and industry growth. By working together, the two companies have been able to push the boundaries of what's possible in drainage technology. Frateco is proud to supply their customers with products from Agri Drain because they can trust the products meet the high standards that Agri Drain upholds.

ALWAYS LOOKING TO THE FUTURE

As Agri Drain continues to innovate, their focus remains steadfast on the principles that have guided them from the beginning: quality, innovation and sustainability. The Smart Drainage System® is just one example of how they're leading the charge in a rapidly changing industry. Through their collaborative efforts with organizations like ADMC and ESE, Agri Drain is not only contributing to the advancement of agricultural efficiency but also to the preservation of our natural resources.

The journey that began in 1976 with a simple vision has grown into a legacy of innovation and leadership. And as Agri Drain looks to the future, they're working to bring even more groundbreaking advancements to the world of water management, proving once again that in the right hands, even the smallest ideas can grow into something truly remarkable. ■



SAVE THE DATE

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40 Industry Vendors

5+ Pipe Companies

6+ Equipment Manufacturers

We will host 25+ panel discussions with farmers, contractors, professors, lawyers and bankers. Plus, you'll be joining attendees from around the world!



Scan the QR code or visit **nacadexpo.com** to learn more!

TWIN OAKS ENVIRONMENTAL

NAVIGATING CHALLENGES AND SEIZING OPPORTUNITIES

Jobie Watson, owner of Twin Oaks Environmental, is no stranger to business adversity; competing in the crowded market of environmental solutions, the odds were stacked against him. Dominated by industry giants, the company faced an uphill battle just to secure a foothold in the industry. But what may have been a struggle for survival, soon turned into a story of resilience and innovation. Founded by his father, Jay Watson, in 2003 and originally based out of Central Florida, the father and son duo partnered up and relocated Twin Oaks Environmental to Opelika, Alabama in 2009. Despite the challenges, the Watsons refused to back down, finding ways to not only stay in the game but to lead with quality and customer service.

CHALLENGES AND DISCOVERIES

The journey to success for Twin Oaks Environmental has been anything but smooth. Early on, the company found itself in the shadow of a dominant pipe manufacturer that seemed to control the market. Competing against such a giant was a daunting task, and for a time, it felt as though Twin Oaks was being pushed to the fringes, struggling to maintain a presence in an increasingly competitive industry.

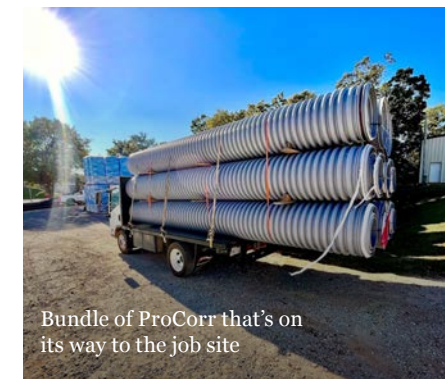
Amid these challenges, a turning point emerged. In the midst of searching for ways to stay competitive, Jobie discovered a game-changing alternative—Fratco's pipe products. Unlike the monopoly-like company that had edged out smaller competitors, Fratco's offerings not only matched but often exceeded the quality and performance of what Twin Oaks had previously used. This discovery wasn't just a stroke of luck; it was the beginning of a new chapter for Twin Oaks, one that allowed them to reclaim their place in the market with confidence.

A PARTNERSHIP BEGINS

The partnership between Twin Oaks Environmental and Fratco officially took root in the fall of 2019, marking the start of a relationship that would impact both companies. However, the road to collaboration was not without its bumps. The geographical distance between Opelika and Fratco's facilities posed significant logistical challenges, especially since Twin Oaks was required to utilize flat bed trailers and needed Fratco to adapt to a new pipe bundling system that not only allowed the orders to be staged before the trucks arrived to the factory, but also allowed for the bundles to safely



Jobie; his wife, Kathryn (head of accounting); their children, Kelsey and Jobie IV; and their dog, Ali



Bundle of ProCorr that's on its way to the job site

be shipped throughout the Southeast. Despite initial setbacks—delays, coordination issues and the need for meticulous planning—the determination of both teams paid off. Soon enough, Fratco's high-quality pipe was making its way to Twin Oaks without a hitch, solidifying a partnership built on trust and mutual respect.

INNOVATING PROJECTS WITH FRATCO PRODUCTS

One of the most remarkable outcomes of this partnership was the successful execution of a large-scale project that tested the limits of innovation. A new sports complex required an advanced underground drainage system, and the initial plan called for a concrete vault—a traditional but costly and labor-intensive solution. Seeing an opportunity to improve both efficiency and cost-effectiveness, Twin Oaks proposed an alternative: Fratco's ProCorr, dual-wall HDPP pipe.

This proposal wasn't just about saving money; it was about rethinking how municipal drainage systems could be designed and installed. ProCorr's lightweight yet durable design eliminated the need for heavy cranes and extensive manual labor, dramatically cutting down both the project timeline and the overall cost. Twin Oaks worked closely with Fratco and another supplier—Xerxes, an underground liquid storage tank manufacturer—to develop and approve the design. The engineers overseeing the project, after careful consideration and detailed submittals, gave their approval, paving the way for a solution that was as

innovative as it was practical. The success of this project not only showcased the technical prowess of Twin Oaks and Fratco but also set a new standard for future undertakings. It was a testament to what can be achieved when companies work together, combining their strengths to overcome challenges and create something truly exceptional.

RELATIONSHIPS THAT DRIVE RESULTS

The bond between Twin Oaks Environmental and Fratco goes beyond business transactions; it's rooted in a shared commitment to excellence and a genuine connection between the people involved. This was evident during a memorable visit last winter when Fratco leaders Chris Overmyer and Craig Douglass flew out to Opelika to meet with Jobie and his team. The visit wasn't just about discussing business; it was an opportunity to build a deeper relationship. For Jobie, this visit was a defining moment. "To just meet and build a relationship says a lot," he reflected.

"I've rarely met anyone above a salesman with our other suppliers. There's a closer relationship with Fratco..."

For Jobie, it's not just about the quality of the products but also about the people behind them—their accessibility, their willingness to listen and their commitment to finding solutions that work.

The journey of Twin Oaks Environmental is a shining example of how strong partnerships can drive success. From overcoming initial challenges to collaborating on innovative projects, the relationship between Twin Oaks and Fratco is built on a foundation of mutual respect, flexibility and a shared vision for excellence. ■

INVESTING IN TOMORROW

BUILDING A BRIGHTER FUTURE WITH FRATCO

At Fratco, our legacy of innovation and quality spans over a century, and we're far from finished. We've put together a short video series to showcase how we're "Investing in Tomorrow." This series invites you to witness our journey as we build upon our strong foundation and prepare for a future filled with new possibilities.



◀ [FRATCO.COM/TOMORROW](https://www.fratco.com/tomorrow) ▶

"If you're standing still, you're going backwards; growth, expansion and doing things differently than you did yesterday are very important to what we do. They're very important to our customers."

- BOBBY HOWARD

After a century of hard work and innovation, we continue to build on our time-tested foundation. Our belief is simple: tomorrow belongs to those who build it. This philosophy is at the heart of everything we do at Fratco. We are excited to share the strides we've made in our ongoing journey of excellence, focusing on increasing efficiency, enhancing customer experience and fostering a thriving workplace culture.

INVESTING IN PEOPLE

One of the key pillars of our progress is our investment in people. At Fratco, we recognize that our greatest resource is our team. Over the past decade, we've significantly increased our workforce, ensuring that we not only attract but also retain the best talent. By prioritizing family values and creating a supportive workplace, we aim to make Fratco a place where employees are proud to work and grow. This commitment to our people is integral to our continued success and innovation.

STREAMLINING EFFICIENCY

Efficiency and customer experience go hand in hand. We've taken a comprehensive look at our internal processes, from raw materials to delivery, and identified areas for improvement. By streamlining these processes, we've enhanced the overall customer journey, ensuring that every interaction with Fratco is seamless and satisfying. Our dedication to process optimization means that we can deliver our high-quality products more efficiently and reliably than ever before.

READY TO RAISE PRODUCT STANDARDS

Our commitment to excellence extends to our products as well. We are constantly pushing the boundaries to exceed industry standards and deliver the best drainage solutions. Through rigorous quality assurance and control strategies, we ensure that every product meets the highest benchmarks of quality and performance. This relentless pursuit of excellence guarantees that our customers receive products they can trust for any project.

INNOVATIVE ENGINEERING

Innovation is at the core of Fratco's manufacturing processes. By partnering with industry leaders and adopting cutting-edge technologies, we've created a manufacturing environment that minimizes variability, increases efficiency and boosts throughput. These advancements allow us to better serve our customers and maintain our position as industry leaders.

EXPANDING FOR TOMORROW

As we look to the future, we're also expanding our reach. Our industry is ever-evolving, and so are we. With new locations and facilities, we're positioning ourselves to meet the growing demands of our customers and to explore new markets. This strategic expansion ensures that we are always ready to tackle the challenges of tomorrow. ■

JOIN US IN BUILDING TOMORROW, TODAY

This is not just a showcase of Fratco's achievements; it's an invitation for you to be a part of our shared success. As a leader in the industry, Fratco's growth and expansion directly contribute to the prosperity of our partners, contributors and customers. By watching these videos, you will gain valuable insights into how Fratco's advancements in efficiency, product excellence and strategic growth can benefit your projects and business operations. Our commitment to innovation and quality means that you can rely on us for cutting-edge solutions that meet and exceed industry standards. Join us on this journey and see how Fratco's forward-focused vision is paving the way for a brighter future, not just for us, but for everyone we serve.

▶ Watch the series at [fratco.com/tomorrow](https://www.fratco.com/tomorrow)



FIELD JOURNAL

TRIED & TRUE TRICKS OF THE TRADE

1. STAYING MENTALLY FIT

Staying mentally strong isn't just for desk jockeys or puzzle lovers. When you're out in the field, keeping your mind tough is just as important as staying physically fit. Here's how you can keep your head in the game:

1. CHALLENGE YOUR BRAIN

Keep your mind active. Read something new, try a puzzle or learn a new skill. It's like taking your brain to the gym—keeps it sharp and ready for anything.

2. TAKE A BREATHER

Stress is a beast. Don't let it get the better of you. Find a way to unwind that works for you—could be a quick walk, blasting your favorite tunes or just sitting quietly for a few. It's not about mindlessly checking out; it's about recharging.

3. TALK IT OUT

Got something on your mind? Don't bottle it up. Chat with a friend, a colleague or someone you trust. Sometimes just talking things through can clear the fog and take a load off your shoulders.

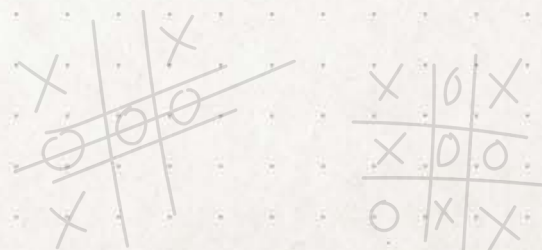
4. STAY POSITIVE

Yeah, easier said than done, but try to focus on the good stuff. A positive mindset doesn't just make you feel better; it makes you stronger against the curveballs life throws your way.

5. GET MOVING

Physical fitness goes hand in hand with mental fitness. A quick workout, a run or even just a brisk walk can do wonders for your mental state.

Remember, keeping your mind fit isn't about being the sharpest knife in the drawer. It's about staying resilient, managing the stress and keeping a healthy perspective.



2. BUILDING CONNECTIONS THAT COUNT

Let's talk straight—networking isn't just about swapping business cards and chit-chatting over coffee. It's about building a support system not just for yourself, but partners and community members as well. Whether you're a seasoned salesman or a contractor on the rise, making the right connections is key. Here are some tips to network like a pro and make it count.

1. GET OUT THERE AND BE SEEN

First things first, you've got to be where the action is. Trade shows, industry meet-ups, local business events—these are goldmines for networking. And don't just show up; be a part of the scene. Engage, ask questions and show genuine interest in what others are doing.

2. QUALITY OVER QUANTITY

It's not about how many people you meet, but who you meet and how you connect with them. Focus on building meaningful relationships rather than collecting contacts like baseball cards. A few solid connections are worth more than a truckload of acquaintances.

3. LISTEN MORE THAN YOU TALK

Good networkers are great listeners. People appreciate it when you take a real interest in their stories and challenges. Listening more gives you a better understanding of what you can bring to the table for them, and that's what networking is all about—mutual growth.

4. KEEP IT REAL

Nobody likes a phony. Be yourself. You're not just selling your business; you're showing who you are. Genuine connections are built on trust and authenticity.

5. FOLLOW UP AND STAY IN TOUCH

Met someone interesting? Don't just toss their card in a drawer. Follow up with a call or an email. Something simple like, "Great meeting you at [event], let's keep in touch." And actually do it. Check in now and then, share relevant info or just say hi. Keeping the lines open can lead to opportunities down the road.

6. OFFER VALUE

Networking is a two-way street. Think about how you can be useful to others. Maybe it's a piece of advice, a referral or just lending an ear. When you help others, they're more likely to return the favor.

7. BE PERSISTENT, BUT PATIENT

Good relationships take time to build. Don't expect instant results. Keep at it, be consistent and over time, you'll build a network that's not just wide, but also deep and valuable.

There you have it—networking is more than just handshakes and hellos. It's about making real connections that can pave the way for future success.

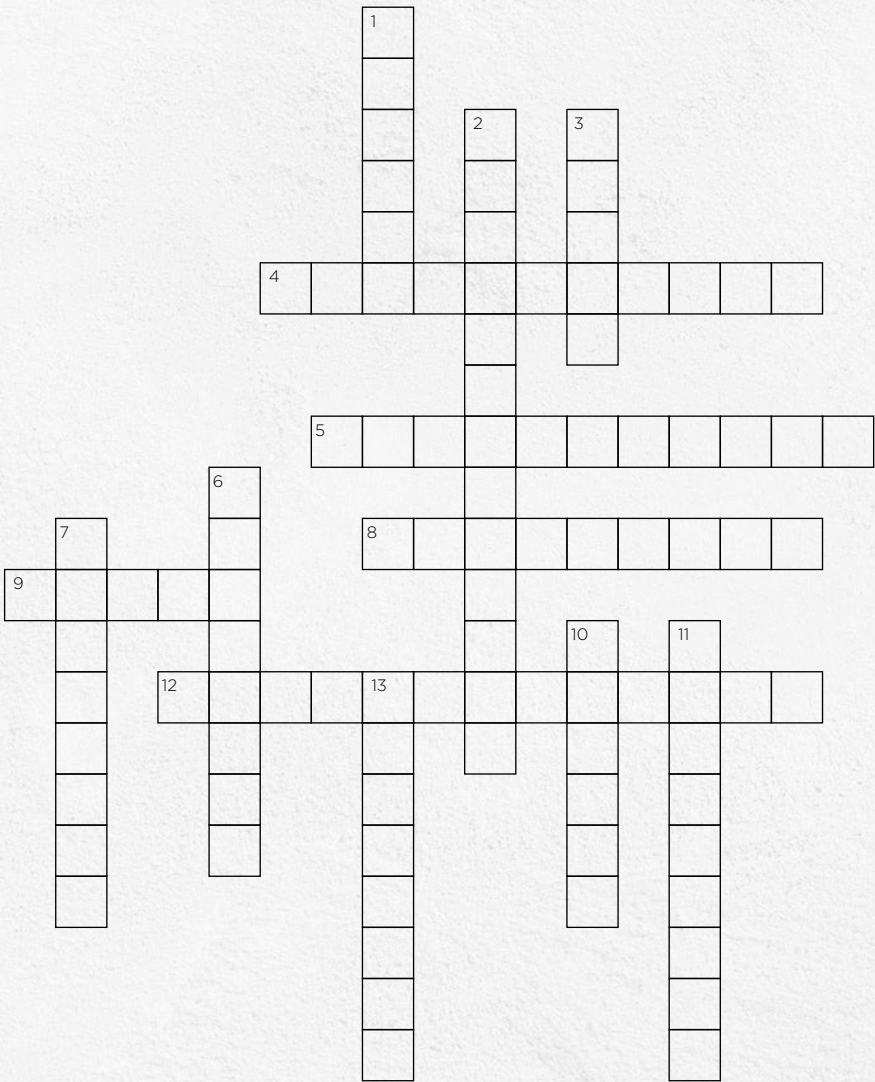
Howdy, Fratco Family!

WIN THIS LIMITED EDITION *TRIED & TRUE* CAP



Complete the crossword puzzle, snap a picture of it and email it to tried-true@fratco.com by December 31st. We will pick FIVE lucky winners to receive a *Tried & True* hat! Fill out the information below and include it in your photo!

Name: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Email: _____



CROSSWORD CLUES

DOWN

- 1. One of the key pillars of our progress is our investment in _____.
- 2. _____ is an agricultural irrigation method where water is delivered directly to the root zone.
- 3. The city in Iowa where Agri Drain was founded in 1976.
- 6. _____ fitness goes hand in hand with mental fitness.
- 7. The url for Fratco’s newest video series—www.fratco.com/_____.
- 10. When building connections, you’ve got to be where the _____ is.
- 11. “If you’re standing still, you’re going _____.”
- 13. Robert spent years in the _____ sector.

ACROSS

- 4. The relationship between Twin Oaks and Fratco is built on a foundation of mutual respect, _____ and a shared vision for excellence.
- 5. The younger of the two founders of Twin Oaks Environmental.
- 8. Chris’ _____ for relationships motivates him everyday.
- 9. Your journey begins with the step you take _____.
- 12. Craig Douglass joined the PPI board of directors as the Drainage _____.



INSTRUCTIONS: Cut along the dotted line for 5x7 frames. Cut out the image for 4x6 frames.

A photograph of a pumpkin patch at sunset. The sun is low on the horizon, creating long rays of light that stretch across the field. Numerous pumpkins are scattered throughout the field, some in the foreground and others in the distance. A single, tall, dried corn stalk stands prominently in the center of the field. The sky is a mix of orange, yellow, and blue.

*“If you’re standing still
you’re going backwards...”*

LOCATIONS

CORPORATE OFFICE
105 W. BROADWAY ST.
MONTICELLO, IN

**WESTFIELD, IA
(STATELINE TILE)**
23942 IA HWY 12

FRANCESVILLE, IN
4385 S. 1450 W.

ST. ANNE, IL
499 S. OAK ST.

ALGONA, IA
2502 E. POPLAR ST.

MT. PLEASANT, IA
1600 W. WASHINGTON ST.

FRATCO

Fratco

4385 S. 1450 W.
P.O. Box 368
Francesville, IN 47946