

LINCOLN

Giving you a "little something extra"

Lagniappe

THE POWER OF INTEGRITY

Lincoln Selected for New Ruston Marriott Hotel



Left: In 1962, travelers to and through Ruston could find excellent accommodations in one of the 237 rooms at the brand new Holiday Inn. They could relax at one of the two swimming pools and enjoy fine dining at Maxwell's Restaurant. For owner, Johnny Maxwell, the facility was an integral part of the community, a living room where friends and family could gather and children were invited to swim. Says Maxwell, "I know the redevelopment of this property will result in even more benefits for our community."



Above: Demolition of the old hotel property 52 years later ushered in new and great possibilities for this 13-acre site, with several commercial parcels being developed.



Right: Lincoln Builders is pleased to have been selected to construct the new four-story, 110-room Courtyard Marriott on the Interstate frontage. The new facility will include meeting rooms, a fitness center, a state-of-the-art business center and a beautiful courtyard with outdoor pool.



THE POWER OF INTEGRITY



What actor portrayed the sensitive artist and medical student in the 1934 film adaptation of W. Somerset Maugham's *Of Human Bondage*?

Five Questions

- 1) Which of the following human bones is commonly referred to as the "shoulder blade"?
 - a) scapula
 - b) ulna
 - c) clavicle
 - d) patella
- 2) Bingo, Bango, Bongo and Irving were members of what rock group who happened to land on *Gilligan's Island*?
 - a) The Termites
 - b) The Caterpillars
 - c) The Mosquitos
 - d) The Gnats
- 3) What is James Bond's middle name?
 - a) Gerald
 - b) Humphrey
 - c) George
 - d) Herbert
- 4) What actor portrayed the sensitive artist and medical student in the 1934 film adaptation of W. Somerset Maugham's *Of Human Bondage*?
 - a) Clark Gable
 - b) Leslie Howard
 - c) William Powell
 - d) Frederic March
- 5) Until his untimely death in 1980, Bon Scott was the lead singer for what heavy metal band?
 - a) Metallica
 - b) Def Leppard
 - c) AC/DC
 - d) Megadeth

—from *mental_floss*

Answers: 1) a; 2) c; 3) d; 4) b; 5) c

Neanderthals: Maybe Not All That Different From Us

Many people think of Neanderthals as ugly, stupid, brutal precursors to modern-day humans. But that thinking is changing, thanks to new evidence recently uncovered.

Neanderthals lived in Europe and Asia up until about 40,000 years ago, when they gradually disappeared as new humans migrated from Africa. Scientists have hypothesized that they faded away because they were less intelligent, hampering their ability to hunt, communicate, and adapt to changing environments. But recent discoveries paint a different picture:

- **Hunting.** Neanderthals were apparently able to lure herds of bison, mammoth and other animals to their death in deep sinkholes—which have been explored in France—indicating an ability to plan ahead, communicate complex ideas, and use their environment efficiently.
- **Diet.** Microfossils of Neanderthal teeth, as well as remnants found in their cooking sites, suggest that they ate a diverse diet that included wild peas, acorns, pistachios, wild olives, and pine nuts.
- **Parenting.** Archaeologists have found evidence that Neanderthal parents cared for sick and injured children for months and even years. A study of child burial sites indicates that children were buried in graves more elaborate than those given to grown-ups.



Giving Directions

Training takes time. Employees may not master a difficult task right away, yet you don't want to nag them by repeating instructions over and over again.

Instead, try asking questions first. After giving an employee some time to try a new task or skill, ask something like, "How did those directions work out? Have you had any trouble with _____?" If the employee can talk easily about the procedure, it's a good sign your training took hold. If not, you're there to clarify the task and offer more assistance without becoming intrusive.

Superfast Collision Creates New Element

Look fast, and you might just see a new element being born in a German particle collider. The new element, number 117, is a "superheavy" atom containing 117 protons. It was created by scientists who shot a beam of calcium atoms made up of 20 protons and 28 neutrons into a target of radioactive berkelium, which has 97 protons and 152 neutrons.

The collision between the elements fused some of the protons while ditching a few of the neutrons, resulting in a new short-lived substance currently known as ununseptium, according to the *Science News* website. A new, official name must come from the International Union of Pure and Applied Chemistry.

And, as far as we know, the experiment did not result in the creation of any new superheroes.

Before Creating An Incentive Program

Whether you're thinking about starting an incentive program or making changes to one already in place, you need to confirm that you'll get the right results. Here's how to analyze the impact of your current or future program:

- **Objectives.** Does the program support specific departmental or organizational goals? For example, will it increase profits or improve customer loyalty?
- **Cost/benefit.** Will this program be profitable? Benefits should outweigh its costs.
- **Customer service.** Will the program support or improve customers' expectations for your organization's products or services?
- **Workforce.** Does this program benefit all or most employees, or only a select few? Make sure every employee has an equal chance to participate in its rewards.
- **Measurement.** Can you establish objective criteria for determining whether goals are met and which workers qualify for rewards?
- **Rewards.** Will rewards be meaningful? Employees will quickly grow cynical if your incentives seem impersonal or cheap.
- **Longevity.** Are you and your organization willing to make a long-term commitment to this program, or is enthusiasm likely to wane?



Safety calls for a plan and a consistent effort.

Take The Lead On Workplace Safety

You can't depend on luck to prevent accidents and injuries in your workplace. Safety calls for a plan and a consistent effort. Follow these guidelines to ensure you and your co-workers stay healthy and safe at work:

- **Get involved.** Managers play a vital role, but employees need to take responsibility for their own safety at work.
- **Get clear instructions and training.** Work with your manager to make sure you know exactly how to do your job and operate equipment safely.
- **Target likely hazards.** Look for everyday problems like power cords that might trip a co-worker or stacks of boxes that might tip over.
- **Keep your work area safe.** Take a look at your immediate work area as well as the wider office. Eliminate potential dangers wherever you find them. Keep the workplace clean and clutter-free.
- **Point out problems.** Notify your manager promptly of any areas that need attention.
- **Cut out shortcuts.** Don't let your desire to save time lead to skipping important safety procedures. Discourage co-workers from rushing through their duties without taking the proper precautions.
- **Check your equipment.** On a regular basis, examine your tools and machinery to confirm that they're in good working order. Follow the schedule for needed maintenance to keep equipment running smoothly and safely.

SPEED BUMP

Dave Coverly



Bread and Butter

A farmer and a baker often did business together. The baker bought a pound of butter from the farmer every few days, and he sold a one-pound loaf of bread to the farmer on a regular basis.

One day the baker got curious and decided to weigh the butter he'd just bought. To his surprise, he discovered it was less than a pound. Angry, he took the farmer to court.

The judge asked the farmer how he measured the butter he sold.

“Your Honor,” the farmer said, “every day when I bring home a one-pound loaf of bread from the baker, I put it on the scale and give him the same weight in butter.”

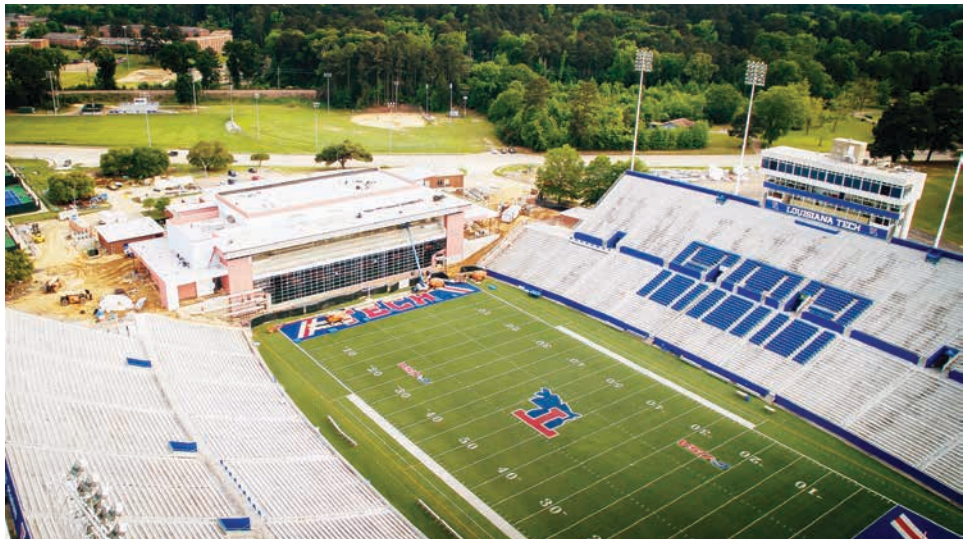
Moral: We get back what we give to others.

Louisiana Tech Stadium Expansion Nears Completion

Louisiana Tech's stadium expansion is progressing well, despite 120 rain days this spring.

The 70,000-square-foot, three-story facility closes the south end of Joe Aillet Stadium and provides a new state-of-the-art strength and conditioning complex, offices, locker room and meeting room. The building's club level will provide luxury premium seating, open and private dining areas with a field view, and a commercial kitchen.

Joe Aillet Stadium has been home to Louisiana Tech football for more than the past 40-plus years.



Current Texas Projects

- The Tradition Senior Living - Lovers Lane
Dallas, Texas
- The Tradition Senior Living - Prestonwood
Dallas, Texas
- The Tradition - The ER at Lovers Lane
Dallas, Texas
- Floyd Acres Civil Development
Midland, Texas
- Gardner Denver Expansion
Odessa, Texas
- Lemmon Avenue & Oak Grove Multifamily Community
Dallas, Texas

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