

# THE COMPANY TIMES

A Publication of Jones Legacy Ventures

WINTER 2021



CAB INTERIOR DESIGN



## JLV is Multiplying



*Cason Shrode's newest son,  
Stone Shrode*



*Ethan Swain welcomed his  
sweet baby girl, Everleigh Jo  
Swain*



*Sweet Charlotte, Chad  
Gaddy's first baby*

## Lots of Beautiful New Babies



*Eduardo Betancourt's  
baby girl, Bentley*



*Elliana Grace Bigham,  
Justin Bigham's daughter.*



*Jacob Taylor's son, Colton*



*Maddox William Martin,  
Gil Martin's newest  
grandbaby*

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# CAB Interior Design-Austin Texas

Greetings from Cab Interior Design!

The 4th quarter at Cab Interior Design was a busy one. We have been full speed ahead. Our focus was on a large modernization project for the Texas State Capitol. This is a job we have been working on for over 2 years as it was a very complex design/build that has all come down to these last few months. The guys in the shop have been challenged but have pulled through and shown great perseverance. This is a project that has been a learning curve for many of us. Late in 2020 we were able to secure a few good jobs that will help us moving into 2021. We are a company eager to grow and look forward to what 2021 is going to bring us. We had two work anniversaries during this time. I would like to congratulate Daniel Torrez on his 1-year anniversary and Joe Heltman on his 2-year anniversary.

I would like to thank Matt, Joe, Daniel, Kyle, Tan, Wayne and Rick for the hard work and excellent performance they show daily. We have been hit with many hard challenges as of late, but these guys just keep charging forward. Your hard work does not go unnoticed.

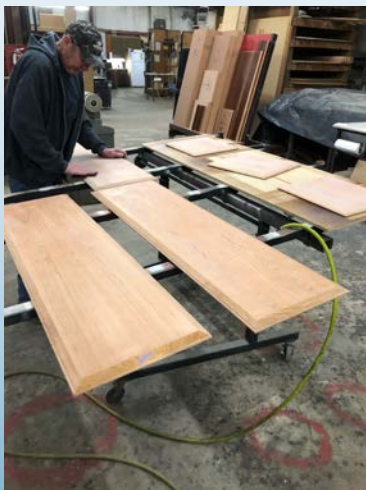
Dillon Spreen



*Finished elevator interior wall for Texas State Capitol*



*Panels have been sprayed and are drying in the paint booth. Then they will move to assembly and go to location for installation.*



*Joe preparing material to be sprayed in paint booth*



*Princess Kyle with his personalized license plate*

# BOSSIER CITY

The end of last year is hard to sum up, but “a wild ride” is close. It was tough each day, but we all seem to have made some great strides and wins in those times. With this letter, I wanted to say thanks to the team here that stepped up and made it all possible! Everything the Bossier employees did during this continually crazy time in our industry was and is greatly appreciated! We worked our tails off and celebrated a few holidays in grand fashion! See pictures attached of the Halloween Contests, Thanksgiving Feast, and Christmas Festivities.

We also want to point out the new guys who joined us during that mess and became great assets to the rest of the team. We acquired two great employees over the last quarter, Damien Washington and Chase Hilliard.

Damien has stepped into the role of hot shot driver - he has been a major help and is always willing to do anything we ask of him. Chase started off and by day 3 the lumberyard looked spotless. Now he fills roles for us in many different ways. Also, as you will see later in this issue, Kyle Preston and Damien Washington are also celebrating a birthday this month so shoutout to them and Happy Birthday from all of us at the Bossier store.

Our current group of employees do a wonderful job for us here in Bossier and I could not ask for a better group of people to spend half of each day with. We work hard and when we get the opportunity to enjoy a gathering together, we play hard. This store would not be where it is today without every person we have. We are all hoping that the 2021 has greater things in store for us than 2020 held, but we are ready to come in everyday and do our part to make sure that happens on our own!

PS. – Do not be afraid to log on Bamboo and see our new employees to match a face with a name. Thanks for getting all that put together for us Cindy! We all also wanted to give Dennis Casey a sad goodbye. We all really enjoyed working with Dennis and everything he brought to the lumberyard over the last 2+ years. He will be missed for all the knowledge, attitude, and enjoyment that he brings when he walks in the door. We want to congratulate him on his promotion to Lumber Division Manager as we know he will continue to lead us in the right direction!

Regards,  
Justin Bigham  
Newly General Manager



*We have the best judges in the business (L-R)  
John Jones, Patrick Meshell, Cason Shrode*



*Thanks for 5 years Tee*



*Costumes-Hazmat Team, Mama Shark, Hocus Pocus, Hang Over, Dominoe, Pumpkin, Black Cat, Prison Escapee*



*Gift Wrap Challenge winner at the Christmas Party (left)*



*Woolly Mammoth*



*Tee won Best Pumpkin*



*Cosume Contest Winners back in their work clothes*

# TYLER

Happy New Year Jones Legacy Ventures family! We at the Tyler store hope you and your loved ones were able to celebrate the holidays safely, either together or at a distance. The year 2020 is officially history! We have faced many struggles this past year, but we met them with our heads held high. The new year will bring new hardships, but, if we have learned anything from 2020, it is that we can “take a lick and keep on tickin!”

It seems the last few months were a blur of deliveries, quotes, meetings and jobsite visits. Amongst the hustle and bustle of the everyday grind, we took the time to celebrate together. Colton Vance remains the Pumpkin Carving champion in Tyler. Jason Allison knocked Colby Chandler off his throne this year to take first place in the Chili Cook Off. Abraham Bragg and Greg Hawkins showed their culinary talents as well, taking second and third place. Jason Allison has some exciting news; his wife Kayla is expecting their first child in May. Please help us in congratulating Jason on the impending arrival of his baby girl!!!

Every year we honor an employee who has set themselves apart in their everyday duties. In years past, the award has been given to someone who exemplified teamwork, dedication to their job and even someone who has showed tremendous growth. This year the decision was made that not one person deserved the achievement alone. The entire team at Cassidy Jones in Tyler was honored with Employee of the Year for their collective exemplified work, dedication and growth. The obstacles we have faced together have been unprecedented. The growth in sales, high volume of orders, material shortages and overall uncertainty of the industry has challenged this team in ways they were not prepared for. Despite every hindrance placed in their path, they kept a winning attitude.

The sales records set this year would mean nothing without the hard working, loyal people who show up rain or shine, day in and day out to do their job. Proper appreciation may not be expressed as often as needed and this letter is a far cry from the boisterous applause the men and women of Cassidy Jones deserve. As we bid adieu to the vibe killing year that was 2020, please join us in celebrating all the possibilities this new year has to offer.

“For last year’s words belong to last year’s language, and next year’s words await another voice, and to make an end is to make a beginning.” T.S. Elliot

Shelby Stubblefield



Chili cook-off winners- Jason Alison (1st), Greg Hawkins (2nd), Abraham Bragg (3rd)



We love Halloween around here (Shelby & Jason)



Thanksgiving Feast



Christmas Party with personalized employee tumbler gifts



Jason & Kayla



Our chili judges

# Natalie's Notes



**Cheers to 2021 finally arriving!**

The last few months of the year go by in one big swoop it seems like. Football season starts, Halloween, Thanksgiving and Christmas. There is barely time to take a breath. We celebrated each of these things at our locations to the best of our ability in keeping with darn Covid restrictions. I am prayerful that the beginning of 2021 will put a huge damper on Covid, and we can get back to having normal gatherings.

We were able to still have the Leadership Development Program final meeting in Frisco and wrap up a great year of lots of learning. Also, as most of you know, John Jones retired at the end of the year. We had a very special lunch to honor him, where the employees who have worked with John for years were able to express their gratitude and share some funny John moments. He is loved and will be missed. I personally am hoping I still get to see him often.

This quarter we will be kicking off our 2021 Health and Wellness Challenge. Lots of water, exercising and healthy eating should be taking place. I look forward to success stories and some major competitions between locations. Be looking for me to shower you all with some love during Employee Appreciation week!

As always, if you need anything, please let me know.



**Natalie Gandy**

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903.806.8608

*Here are some of the organizations we currently support!*

*ONE LOVE LONGVIEW~Windridge~CASA~Compassionate Hearts Alliance*

*Newgate Mission~Hiway 80 Mission~Asbury House~Kilgore ISD~Pine Tree ISD*

*Union Grove ISD~Longview Animal Care & Adoption~Heartisans*



*Celebrating our controllers with a luncheon*

REMINDER: If you have any organizations or events that you would like us as a company to get involved with, please reach out to me and let me know! We would love to do some things along-side-you and support what is important to YOU!



*My boys, Cole (16) and Carter (18)*



*Gena helping me deliver gifts from Henderson, Longview, Marshall & Corporate to 12 sweet kiddos for Christmas through CASA*



*Everyone did great gathering gifts. We made 12 kids have a very Merry Christmas*



*Terrell gathering gifts for their local family*



*Inventory Surprise Meals*



## World Class Learning Organization: Part Two

Right around this time last year John wrote an article for the newsletter about us becoming a **Learning Organization**. That is such an essential concept for the success of our company that I thought I would double down on his article and write a part two. It is so important that we have established the notion of being a **World Class Learning Organization** as one of the foundational pillars of our company.

Ok, but what does that even mean? The book answer, derived by the strategist Peter Senge, is “a company that facilitates the learning of its members and continuously transforms itself.” Right...so again, what does that even mean? The easier way to say it is that we want to be a group of people that are constantly learning from everything we do.

We use our own experiences, as well as those around us, to improve our performance. We learn from our successes, but also from our failures. We constantly ask questions and seek opportunities to be a little bit better than we were the day before. We challenge everything, not for the sake of conflict, but because we want to make sure we are doing it the best way possible and that we never lose sight of the big picture. We are awesome communicators, everyone is “in the know” and every level of our team is included.

Continuous learning should be built into our company’s DNA, where we take advantage of every opportunity in front of us, both individually and collectively. That will make our company a special place to work. Simple, right? Becoming and sustaining a true **Learning Organization** is not that easy. It requires a lot of discipline, resources, hard work and commitment. That is why we must work as a team to get there. It must become a way of life for our company and be ingrained in who we are.

So here is my challenge to each of you. In your next sales training, learn. The next time you are on a jobsite, learn. Your next safety meeting, learn. The next interaction with our customer, learn. Even your next conversation with a coworker, just learn. And learn some more. And then some more. If we all take that approach; we will be well on our way to becoming a **World Class Learning Organization**.

Cason Shrode

# Henderson Door Mill

“Faith is taking the first step, even when you don’t see the whole staircase” – MLK.

With the Nation so unsettled, we can always remain rooted in God and his promises. Seek him first, and all other things will follow...like the success of our company!

What a positive way to enter 2021. We plan on charging into that New Year with gumption and enthusiasm. We believe it will be a year full of innovative products, tremendous company growth and new family members within Jones Legacy Ventures (JLV).

This past year has been, at the very least, bizarre and unpredictable. The Henderson Door Mill, and all other sister companies, have fared exceedingly well during the great storm bearing the name “2020”. All locations are thriving, and have grown in many areas, most importantly, with the realization of how much we need one another.

JLV has a phenomenal support system with cogs and gears as diverse as the Paris Catacombs- An intertwined dependance on each other to create vital relationships, capable of withstanding the uncertainties of today’s business world. It has been a challenge to predict the future product needs, to stay one step ahead by having them at the ready. Known as the trickle effect- shipment containers stifled at ports around the world, delaying the railways and trucking industry, and delay to the vendors, who are having the same strife keeping the materials available. This is just one example of the many facets of a crippled economy. Yet despite all the hurdles, we continue to press forward, remaining optimistic, thankful, and vigilant.

With Mike Freeman leading the Door Mill, along with his other 20 roles, it has been able to refrain from price increases, reduced working hours and turnovers this year for the most part. Going into the year to come, the plan is to continue to be your go-to vendor, being as flexible as possible, to aide in your success. As a whole, the shop had a fantastic year full of great memories, not without up and downs, but without defeat.

We believe that it is our responsibility to provide the greatest service possible, at the best price possible for our customers- YOU 😊 We don’t always meet the expectations, we aren’t always the lowest price, we make mistakes- but the one thing that never waivers is our loyalty to the JLV family.

Thank you for your business and the friendships that you have afforded us.

May God continue to bless you and your families-  
Jenny



Adams always ready to get the job done



Mason making Christmas Eve toasty



Christmas Tree oh Christmas Tree



All the stockings hung by the chimney, uh breakroom with care



Otis measuring twice and cutting once



Shorty determined to get that last door done before the end of the day



Taking a moment to reflect and warm up



Oatmeal Crisp cookies from Ms Angie Debose

# HENDERSON

Wrapping up the end of the year has been a challenge to say the least. Everyone has been working hard throughout the season and gearing up for next year. Inventory, reviews, & all other admin is finally wrapping up. The holiday & football seasons are almost over. Oh, what to do when football takes a break?

Marcus Lewis got an early Christmas gift. Marcus is a huge Carthage High School football fan. Santa brought them their 8th football state title in December. Congratulations to employees from the Carthage area on a perfect 16-0 season & congratulations to all from the Gilmer area for being a state finalist. What an accomplishment for two local east Texas programs. Marcus has stayed healthy & celebrated the holidays with his family. It looks like he spoiled those beautiful little girls! They are not going to be little much longer. Every time I see your girls, they get taller & taller. Marcus is molding some softball professionals!

George Childers has been getting a lot of exercise chasing his son Harry after he opened all his Christmas gifts. Harry loves his new slide & Schwinn balance bike! This was Harry's 2nd Christmas so he got to rip into all the gifts this time. Stay tuned George & Ang! The presents just get bigger & bigger and the wrapping paper gets deeper & deeper.

Robert Holder enjoyed spending the holidays with his kids & grandkids. He & Victoria have their hands full. Robert made sure to bring all the Christmas sweets up to work during the holidays. He tried to put us all in a diabetic coma for sure. Victoria, the sweets were amazing! Thank you for the joy they brought us.

Zach Graham & his family enjoyed their outing at Carmella Davis' mini-Santa Land in Longview. That place is awesome! Zach is in the same boat as me. Looks like he has a lot of beautiful baby girls to help drain his wallet at Christmas time. Gotta pay Santa!

I want to say my family's holiday season was smooth & fun, but the truth is it was difficult for us. My wife lost her father right before Christmas. He will be missed tremendously. I want to thank everyone for their thoughts, prayers, and for the flowers sent as well. All of it helped. This has been a challenging year for everyone, but if you meet those challenges with perseverance, determination, count & give thanks for all your blessings, understand your purpose and keep God in your heart, things will always work out. My biggest blessings were having my family come together & get stronger during this hard time. We were blessed again when our friends & Cassity Jones family rallied behind us. We will always remember that!

Business for Q1 of the new year looks strong. Henderson is gearing up for a good run. George will be out in the field a lot acquiring new business. Zack, Robert, Marcus and our new bookkeeper Leah Salazar are ready to take on the challenge. Business is starting to pick up quickly. We are very excited! 2021 is going to be another challenging year, but I'm confident it will be better than 2020. Our team will persevere and charge forward. GUARANTEED! I'm very proud of all of you! Goodbye 2020 and to all our sister stores, congratulations on a terrific year.

Jeff Bean



The Bean Family



The reason Jeff will never be able to retire ... he has 4 daughters

Zach & his family enjoyed visiting Santa Land



Leah Salazar, new controller graduating from SFA



Harry checking out the toys



Harry loving his slide Santa brought him



Marcus and his beautiful girls



Marcus & his wife



# *Getting to Know Peirce Coplin*

**Title & role: Contractor Support** – Making sure our contractors are satisfied, keeping up with our inventory, as well as pricing.

**Brief work history:** Started my work career as a mechanic and wanted to try out sales. I transitioned to a salesman then found my passion in customer service/sales.

**My family:** Wife: Courtney Coplin, Stepson: Canyon Haley, Oldest son: Tyler Coplin, Youngest son: Trevor Coplin

**Hobbies:** Hunting, Cooking, Working on cars, and Fishing.

**Favorite snack:** Good ol' Chips and queso

**Favorite drink:** Sweet Tea

**What one person would you have lunch with living or dead and why?:** My deceased Grandfather. Reason is he passed when I was 2 years old and I would have so many questions to ask him about our family and ways of life knowing he was full of wisdom.

**If you could take a trip anywhere in the world, where would you go?:** Berlin, Germany.

**One or two significant events in my life:** Marrying my wife & my boys coming into my life.

**An interesting bit of trivia about me?:** I am a leader and protector by heart.

**Favorite Quote:** “Train people well enough so they can leave, treat them well enough so they don’t want to.” – Richard Branson



# LONGVIEW

The last quarter of 2020 went out with a bang. It was a good end to a great year. The pace remained fast and furious to the bitter end. Covid seemed to just be pushing builders right through the front door. I have never seen so many credit applications come across my desk. Low interest rates and high lumber prices make a great marriage. Most of the new builders are young, which works great with our sales staff. Everyone at the Longview store did a great job ending the year, and a big thanks for that. We are looking forward to a new year and good business in 2021.

During the month of October, we heard wedding bells. Peirce got married to Courtney and went on a week long honeymoon to Colorado. Congratulations to both of you. Also in the month of October, we had a couple of birthdays, Stan West and Tracy Ross. Employment anniversary's were Brad Fleet 8 years, Lee Elliff 15 years and Brian Tarbutton 13 years. Congratulations to all three of you.

In the month of November, Joan Bale had her knee replaced two days before Thanksgiving. Everything went well, and she bragged about not having to cook for Thanksgiving. Joan came by for the Christmas lunch and was getting around pretty good with the use of a cane. She hopes to be back in January. A couple of birthdays, Monica Ayala and JD Johnson. Anniversary's were Javier Vasquez 27 years (WOW) and Gil Martin 20 years. That is two loyal employees, congrat's !!

Then comes the Christmas baby, Lee Elliff was born on Christmas day and Gena Keith had a birthday along with Ethan Swain. Ethan and his wife Jaycie had a baby girl and named her Everleigh. Poor Ethan got sick 2 days after she was born and was out of work for a while, but now he's back! Gil Martin's son Clint and his wife Janet had a baby boy, Maddox William Martin. That makes Gil a proud Grandpa. Congratulactions to Gil and Mary, they finally will get to go see the baby boy in mid January.

Happy New Year to all, and to all a profitable 2021 !!!!!!!!!!!



*Celebrating lots of years with Cassity Jones right here! (L-R) Lee Elliff (15), Walter Pither (25), JD Johnson (5) & Gil Martin (20)*

*Christmas in Longview*



*Christmas Angel Gifts*



*Overall Winner & Most Creative Winner*



*Pumpkin Contest Entries*

# TERRELL

Greetings from Terrell!

The upward momentum in sales from the summer months continued to increase as we moved into the cooler months. Month after month, the entire Terrell team continued to work hard to get material in and out of the door to meet the increasing demand from our customers. Jacob, Nicci, and Kandyce continued to field phone calls up front, Amanda was hard at work keeping customers satisfied and records up to date, and the team in the yard and our drivers stayed many long hours to make sure we were set up for success.

Since the last newsletter, we have added a few extremely valuable members to the team who hit the ground running from day 1. Kandyce Reed joined the team at the end of September and has done an exceptional job in her new inside sales support role. Jacob Merritt came to us from Woodson Lumber in Bryan, TX and filled a huge void in the yard. Last but not least, Gilberto Valdes filled our driver vacancy and is doing a wonderful job delivering material.

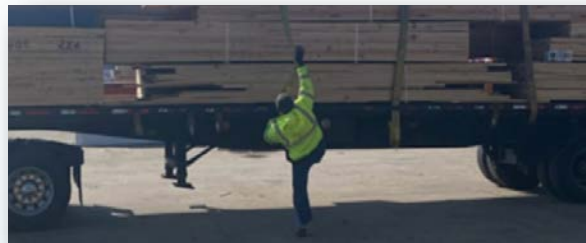
The colder months certainly brought some much-needed holiday cheer in 2020! Amanda did a wonderful job organizing materials and food for our Halloween and Christmas events as well as our monthly birthday celebrations and anniversaries. In December, the team collected clothing and toys for a local Terrell family in need which was a huge success and proved to be an excellent opportunity to give back to the Terrell community.

A recent highlight for one of our team members, Walter Esquibel and his girlfriend Stephanie, was the birth of his fourth child, Aliyah Marie. She was born on December 30th, happy and healthy at 6lb 15oz and 20" long. I would like to thank every one of our team members here in Terrell for their continued efforts and hard work. Without them, the continued success in Terrell would not be possible. We are looking forward to a strong year in 2021 as we continue to expand our customer base and gain market share in the metroplex.

Tom Houser



*Christmas lunch with our team*



*Daniel leads by example. This guy is always working hard*



*Daniel Rush celebrating his 5 Years with the company*



*Halloween Costume Contest*



*Jacob and Kandyce with a truckload of Christmas toys for a local Terrell Family*

# ALLEN COMMERCIAL

Happy New Year!

I hope that everyone had a great holiday. Looking back at the last quarter of 2020, it has been a year we will all remember. Our customers and we are still dealing with the coronavirus. There seems to be hope with regard to a vaccine that will allow everyone to get back to some form of normal. We finished the year strong and are very optimistic about 2021.

I want everyone to welcome Jonathan Morse to our team here at Allen Commercial. His role is business development. Jonathan comes to us as a long-term resident of Bossier City, LA. He has experience in residential construction with Cassity Jones as an Account Rep and is now eager to grow and develop with the team here at Allen Commercial. He is married to Deanna and they have a beautiful little girl named Madelyn. He enjoys cheering on the Michigan Wolverines and spending time with his family.

We are excited about expanding our workforce and making the adjustment due to the new normal. The Team has been working hard to meet our 2020 goals and planning for 2021. I want to thank each and every one of them for their hard work and dedication to Allen Commercial. I hope everyone continues to be mindful of the necessary precautions needed as we move into the New Year.

Katee



*Katee placed 2nd in Chili Contest*



*Jonathan and family*



*AC crew with spouses at Thanksgiving*

# MARSHALL

We are all getting back into the swing of things after the holidays. While 2020 certainly had its challenges, the Marshall team did have some highlights this fall. Beth Langford celebrated 7 years with Cassity Jones on September 5th. Although Beth is the Marshall controller, she works double time keeping us in line and taking care of our group. We are grateful to have her on our team both personally and professionally. All of our team works hard; therefore, they need a little R&R. Brad and Bobby spent most of their free time hunting. You can find Justin in his garage working on his classic pick-up truck in his spare time. My wife, Amy, and I were excited to welcome our daughter, Charlotte Louise, to the Gaddy Pack on October 29th. She is an awesome baby and we are thrilled to be parents. Although my hunting was limited this season, I did get an 8 point opening morning. Glenwood treated the Marshall team with a steak lunch at Thanksgiving. When he is not throwing down on the grill, Glenwood and his wife enjoy traveling. After Christmas, he and his wife took an impromptu trip to Sarasota Florida. All in all we had a great 2020 and are looking forward to an exceptional 2021.

Chad Gaddy



*Justin's Class Truck*



*Chad doing what he loves. Nice one!*



*Glen and his beautiful bride enjoying some beach time*

## Winn Tile

Winn Tile is on the way to an outstanding 2021 with a new company logo. We have a good backlog of contracted projects and our estimating department is churning out new bids continuously. Mainstreet sales have also started to pick back up from the COVID slowdown experienced the last part of 2020. Last year brought numerous changes which have impacted each of us. Most importantly, we now have a much better understanding of how each of us contribute to the profitability of our company and how difficult it is to operate when a team member is out for an extended period.

We have far better access to the results of our actions. We can track all aspects of our projects from start to completion and can see at any time, where the money is being spent and have. This allows us to determine if we are in line with the margins needed on each job. Also, we can use this to make more accurate estimates on future bids. Winn Tile is well regarded and respected in our industry, but we must continually strive to differentiate ourselves from our competition to stay viable in the ever-changing marketplace. Our efforts to minimize mistakes, from ordering to completion, will inevitably set us apart from others in our field as we strive to plan our work and never just react....

After almost 3, years we are ending the Robert E. Lee (Tyler Legacy) school project. This project duration was long and tested the ability of our team over the last few years. I would like to give a special thanks to Eduardo Betancourt for all the hard work and commitment he has put into this project over the last 3 years.

Thomas Pritchard



*New Winn Tile Logo*

*(Below) New Tyler Legacy Campus*



*(Right) Winn Tile lunch celebrating our outstanding month*



# Winter Birthdays

*Terry York* 1/4  
*Tan Le* 1/6  
*Benjamin White* 1/7  
*Mary Walker* 1/7  
*Andre Dinkins* 1/9  
*Christian Castleberry* 1/10  
*Jonathan Morse* 1/19  
*George Childers* 1/21  
*Jerry Jones* 1/23  
*Kyle Preston* 1/23  
*John Johnston* 1/24  
*Juan Carreno* 1/25  
*Bradley Fleet* 1/28  
*Damien Washington* 1/28  
*Cindy Perritt* 1/29  
*Alisha Craig* 2/7  
*Adam Sweyer* 2/8  
*Albert Rogers Jr.* 2/12  
*Reginald Roots* 2/12  
*Robert Holder* 2/12  
*Amanda Attaway* 2/13  
*Daniel Torrez* 2/14  
*Christopher Netherton* 2/19  
*Bradley Basinger* 2/22  
*Ernest Callaway* 2/26

*Edmond Twohig Jr.* 3/1  
*Robert Kerr* 3/1  
*Jason Allison* 3/9  
*Raymond Beck* 3/10  
*Niccole Waterhouse* 3/12  
*Richard Martin* 3/14  
*Natalie Gandy* 3/15  
*Michael Malhiet* 3/16  
*Blake Martin* 3/18  
*Jonathan Ballard* 3/19  
*Steven Wiley* 3/24  
*Walter Esquibel* 3/30  
*Delfino Gaona* 4/1  
*Glen Parnell* 4/5  
*Dennis Casey* 4/7  
*Ethan Swain* 4/11  
*Jennifer Baker* 4/12  
*Michael Smith* 4/15  
*Chad Gaddy* 4/18  
*Dylan Fisher* 4/18

The year 2021 marks the beginning of this company's 71st year of business, which began in 1950 as a single lumberyard in Carthage, Texas because Mr. Cassity Jones needed to obtain his own lumber to continue his homebuilding business with his brother Thomas. That start-up has now evolved into Jones Legacy Ventures (JLV) with two divisions and numerous companies. The company's history includes some bumps and bruises. In addition to some very hard economic downturns, there have been numerous other business ventures/expansions that were, but no longer are, a part of this company. Some of these ventures were short term successes with no permanent staying power, while others were just zeros from the start. Home-centers, residential flooring, install services, credit cards and finance, equipment maintenance and repair, are just a few businesses that this company has tried. These entries into and later exits from these ventures are an important part of JLV's history and a part of its long-term success.

How can businesses that are no longer part of our company be part of the company's success? Because the lessons learned from these ventures helped the company adapt, progress and grow. Just review the history on any long-standing company and you will find some successes and some failures. Apple started as a computer company and got into the phone business--anyone own an Apple phone? Apple also tried to get into gaming—I'm guessing that you do not have an Apple console, yet rumor is that Apple is going to try again. McDonald's expanded by utilizing drive-thru's—ever been through one of these? But it also rolled out pizza, which did not last long enough for me to even sample. Amazon, Warren Buffet and JP Morgan, acknowledged powerhouses, teamed up together in 2018 to start a health care company only to announce earlier this year that they were shutting it down. Even with their vast resources, knowledge and talent, these huge companies have some not-so-successful stories. Yet they learned something from these experiences, whether it was about their customers, the marketplace, their competition, their strengths or their weaknesses. Will these companies now just sit back and relax? Hardly. They will take what they have learned and continue to come up with new ways to improve, start other ventures and take competitive risks. As the saying goes: Nothing ventured, nothing gained.

Similarly for JLV, as impressive as the past 70 years have been for what began as a lumberyard start-up, it is nowhere near being done. JLV will take what it has learned from the past, good and bad, to plan and to grow in the future. This will involve internal growth by continuing to focus on being the best that we can be with our current businesses. It will also include external growth by seeking out opportunities to expand our business footprint with new acquisitions that have even greater potential under JLV's leadership.

However long you have been with this company, thank you for your part in making the company's past 70 years so successful. But don't unfasten your seatbelt: the ride continues on.



1st, 2nd & 3rd Place Winners at the Leadership Development Program Race off



John, Cindy & Cliff supporting Starbrite Foundation (John's new baby)



John Jones has a new ride for retirement



Man sized plate right here



Ramp project for local family



John speaking at his retirement party



John Olivo loading up in the Terrell yard



Sassy Britches got to skip school to join the Halloween Party, Bailey Bricks' daughter



Projects going up steady is what we like to see



These guys pulling out all the stops in the rain to complete inventory



Leadership Summit Members



Bil Johnson's Santa decor



The Grinch loves Ethan (His Mom stopped in to embarrass him)