

Better Your Best

“Will You Accept the **Challenge...**

To show us how **The Lake Companies' Labr-Trak, Shop-Trak, Doc-Trak and/or Fact-Trak** have helped you **Realize Improvements** in Your Manufacturing Business?”

OFFICIAL CONTESTANT'S GUIDE

It's free to enter and participate, and you'll be providing meals to feed the hungry (paid for by The Lake Companies) simply by registering for the competition.*

By competing in the competition you'll open the door to the possibility of winning the grand prize of \$40,000 and other prizes for the top 21 contestants.

Following are **Official Rules & Regulations, Contest Entry Requirements**, and the **Information & Authorization** for the competition.

*Some restrictions apply. See [Official Rules & Regulations](#) for complete details.

Who is this competition for, and how does it work?

This competition is for companies in the United States who use The Lake Companies' Labr-Trak, Shop-Trak, Doc-Trak and/or Fact-Trak applications in their business operations. The "Better Your Best" competition provides a way for hard working companies to be recognized, to have a greater voice, to become more successful and to make a bigger difference in the world. In addition to prizes for the top 21 places, each of the top 15 prize winners will be invited to reside on The Lake Companies' Product Advisory Board. One meeting during the year will include attendance at beautiful Lambeau Field with skybox seats for a regular season Green Bay Packers football game.

It's "You against You" in this competition.

The "Better Your Best" competition is about businesses empowering themselves. You see, you'll be competing against yourself—your business as it was "before," against what your business became "after." It's about "bettering your best" and creating greater efficiency and growth in your business and your life.



The competition is composed of three categories. Your business's annual revenue in its most recently completed fiscal year will determine your category.

The revenue categories are:

1. \$0-\$20 million in gross revenue
2. \$20 million - \$100,000 million in gross revenue
3. \$100 million+ in gross revenue

You'll compare your business "before" to your business "after" the use of our products. The way you'll do this is to compare what our products allowed your company to achieve during your use of the applications. That could be greater back office or shop floor throughput; increases in profitability through efficiency, scalability and speed through paperless functions; improved decision making results from better, more accurate information; etc.

Your job is to show how much your business has improved during this time.

For example, let's say your business's gross revenue for your most recent fiscal year was \$19.5 million. If you choose to compete, you'll want to show positive changes since you started using our products and how they allowed you to realize those changes. Let's say you enter the competition and you mention how Shop-Trak or Labr-Trak has helped you gain such massive confidence in your job costing (among other benefits you mention) that it allowed you to rid your company of money losing customers, and the newly created shop floor capacity allowed you to replace that with profitable customers, which increased your profitability and cash in the organization resulting in...

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Another example is that with the use of Doc-Trak, a simple Virtual Rule allowed your entire staff to have instant access to drawings, customer information, etc.—formerly maintained in file cabinets and on co-workers' desks—that it dramatically improved internal efficiency and customer service which led to...

The more proof of benefits you can provide, the greater your chances are to win any of the available prizes.

You will be required to submit proof of your before and after numbers. Financial information is not required to win the competition, but you might feel that some numbers help to justify the benefit. In some cases that information is proprietary and confidential (i.e. Revenue, Gross Profit amounts, etc.). In those cases, it is best to substitute percentages of improvement in place of financial numbers.

After competing and submitting your competition entry, you can simply wait for the results of the judging for your competition category (the contest will end on Friday, September 16th and the Finalists will be announced on Monday, September 26th).

Before the contest deadline, September 16th, you must complete and submit your entry (including your story describing what you did and the results you received, along with supporting documentation and statistics) to the judging and evaluation group. By so doing you'll be eligible to win prizes.* One finalist from each of the revenue categories will be announced on Monday, September 26th. The three finalists will be invited to discuss their stories at SyteLineCon to all of the other attendees of the conference. It is at that time the attendees will vote for the grand prize winner of the contest from the three finalists. At the same time, all other winners of the "Better Your Best" contest will be awarded as well.

Our hope is that this competition will empower and stimulate the future growth of your manufacturing business. It will create massive change in your life. It will provide 100,000 meals to the hungry. This competition will do all of this and more.

*Some restrictions apply. See Official Rules and Regulations for complete details.

How will the "Better Your Best" contest entries be judged?

1. Statistics of your growth/ improvements (50% of your overall score)
2. Documentation of the positive changes your business has achieved since you started using our products and how they allowed you to realize those changes. This is your chance to tell your story in a creative way (50% of your overall score)

So this is how your entry will be judged. **The competition has an even playing field since your entry will compete against similar sized and experienced businesses.**

At SyteLineCon, the finalists representing each of the competition categories will present their stories. The conference attendees will make the decision who they choose as the **Best of the Best** winner.

Each Finalist will earn **\$10,000.**

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- The odds of becoming one of the winners in the “*Better Your Best*” competition depend on the number of businesses who complete the competition and submit their valid entry.
- To be eligible to enter the “*Better Your Best*” competition, you must:
 - Be over 18 years of age and be a citizen or permanent resident of the United States;
 - Be the owner or a duly authorized officer, or receive approval from the owner or a duly authorized officer, of a business in good standing that is incorporated or organized within the United States in a state other than Tennessee or Arizona (due to the contest regulations in those states);
 - Not be a resident of Tennessee or Arizona in the United States;
 - Use and/or have purchased The Lake Companies, Inc.'s Labr-Trak, Shop-Trak, Doc-Trak, and/or Fact-Trak for your business operations; and
 - Be a business in good standing with The Lake Companies, Inc. by having current authorized access to one or more of the products stated above.
- Employees of: The Lake Companies, Inc. and its advertising or promotion agencies; Infor; Infor Channel or Solution Partners; any companies providing software, software services or implementation assistance to end user companies of Syteline, CloudSuite Business or CloudSuite Industrial; preliminary competition judges; competition prize suppliers; any other companies assisting with the “*Better Your Best*” competition; and members of the immediate families of, or persons living with, any of the above are not eligible to enter the “*Better Your Best*” competition.
- All federal, state, and local laws apply to this competition, and it is void where prohibited by law (including in Tennessee and Arizona due to the contest regulations in those states).
- To enter the Competition, You must: (1) request the Official Contestant's Guide to inform The Lake Companies, Inc. that you wish to participate; and (2) Submit the complete Official Contestant's Guide by the entry deadline, with the packet containing: (a) your signed Information & Authorization Form; (b) your supporting statistics/data; and (c) your story (including any PowerPoint presentations, photographs, videos, written descriptions, or other details, with any trade secrets or confidential information removed). The complete Official Contestant's Guide must be submitted for Your business to be considered. The complete Official Contestant's Guide must be received by The Lake Companies, Inc. no later than Midnight Central Daylight Time on Friday, September 16, 2016.
- The Competition is a game of skill, and chance plays no part in determining the winners. All entries will be judged individually on their merits. One finalist from each of the three revenue categories will be determined by a panel of qualified judges according to the criteria laid out in the competition packet.
- One finalist from each of the three revenue categories will be notified no later than 6:00 PM Central Daylight Time on Monday, September 26, 2016, according to the information in the competition packet.
- The winners from each revenue category will be announced at the SytelineCon Conference live event at the Pfister Hotel in Milwaukee, WI on Wednesday, October 5, 2016. The one finalist from each of the 3 revenue categories will be asked to come on stage at the event and answer questions from one of the judges. The audience will then vote on which of the category finalists should be the overall winner. In the rare event that a tie occurs in choosing the overall winner from all 3 categories, the finalists who are tied shall split the grand prize equally.
- All judging decisions will be final.

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The one finalist from each of the three revenue categories of the Competition will win ten thousand dollars (\$10,000 USD) each. The overall winner (chosen from the three category finalists) shall receive an additional amount of thirty thousand dollars (\$30,000 USD), with the exception of a tie. The top 15 prize winners will be invited to reside on The Lake Companies' Product Advisory Board. Subject to availability, one Advisory Board meeting during the year will include attendance at beautiful Lambeau Field with skybox seats for a regular season Green Bay Packers football game (with no substitutions to be granted if prize winner is unable to attend that specific meeting). Other prizes shall also be awarded up to 21st place as stated in the competition packet.

- To win any of the prizes, you must register as an attendee and be present at the SyteLineCon 2016 Conference live event at the Pfister Hotel in Milwaukee, WI on Wednesday, October 5, 2016.
- Prizes are nontransferable, and there will be no cash equivalents or substitutes offered, except at the discretion of The Lake Companies, Inc. And taxes, title, registration, insurance and licensing fees on the prizes are the responsibility of the winners.
- The Lake Companies, Inc. reserves the right, at its sole discretion and without notice to individual Contestants, to interpret these rules and regulations and, if necessary, to amend the rules and/or prizes or cancel, terminate, modify or suspend the “*Better Your Best*” competition for any reason whatsoever, including, but not limited to, if an event beyond the reasonable control of The Lake Companies, Inc. affects the proper conduct or administration of the “*Better Your Best*” competition or prevents the awarding of the prizes in accordance with these Rules and Regulations, or if a sufficient number of entries are not received to conduct the contest. Any amendments to the rules or changes in prizes will be announced by The Lake Companies, Inc. Rule interpretations and all judging decisions are final. All information and materials submitted during the competition as well as with your Official Contestant’s Guide become the sole and exclusive property of The Lake Companies, Inc., and may be used by The Lake Companies, Inc. in any way without permission or any compensation to those who submitted the materials to The Lake Companies, Inc. Contestant’s scores are confidential and will not be disclosed.
- All entries that are submitted into the “*Better Your Best*” competition must be based on fact and genuine results achieved. The winners will be required to validate their achievements to the satisfaction of the judging panel as a condition of receiving the prize.
- Submission of your completed Official Contestant’s Guide in the “*Better Your Best*” competition constitutes your express consent and permission for The Lake Companies, Inc. to use your name, business name, photographs, video and written responses (in whole or in part) for promotional and advertising purposes to promote The Lake Companies, Inc., its business, its products and services, in any media and in any manner whatsoever throughout the world, without limitation or restriction, and such consent is deemed given by your entry and participation in the “*Better Your Best*” competition. Submission of your completed Official Contestant’s Guide shall be deemed your acceptance of these Rules and Regulations (as may be amended) and your voluntary transfer to The Lake Companies, Inc. of all right, title, and interest, including copyright, of your photographs, audio and video footage of you, and written responses, etc.
- You warrant that all information and materials submitted along with your completed Official Contestant’s Guide (including, but not limited to your written materials, video footage and written and electronic communication (together the “Material”)) is original and shall not infringe the intellectual property rights of any third party. You further warrant that any individuals appearing in your content in addition to yourself (if any) have granted you permission to be featured, and you can provide evidence of such consent upon request.

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- All Prize winners will receive IRS Form 1099 indicating the value of the prizes. Any applicable taxes on the prizes are the sole responsibility of the winners, including, but not limited to any income tax.
- The prizes must be accepted as awarded, cannot be substituted, transferred, exchanged or surrendered for cash, except at the sole and absolute discretion of The Lake Companies, Inc. In the event that the prizes, or any part of them, becomes unavailable beyond the control of The Lake Companies, Inc., The Lake Companies, Inc. reserves the right, to award substitute prizes of equal or greater value.
- After receiving their Prize, the winners shall be solely responsible for the prizes. The Lake Companies, Inc. is not responsible for the operation (or in-operation) of the prizes, and any such issues with the operation of the prizes (such as the Microsoft Surface Pro) shall be addressed directly with the manufacturers of the prizes under any applicable warranties, if any. The winners shall hold The Lake Companies, Inc. harmless for any future liability arising out of winner's use (or inability to use) the prizes.
- Each participant assumes all risk of injury, harm, or loss on any kind arising from participating in the competition. Participants in the competition release The Lake Companies, Inc., and its directors, officers and employees from all risk, loss, injury, damage or harm that may arise from participating in the competition. You further waive absolutely any claims you may have against The Lake Companies, Inc. related to defamation, libel, slander, invasion of privacy, right of publicity, trademark violation, copyright infringement or other intellectual property infringement.
- The Lake Companies, Inc. does not warrant that entry in, access to or use of the "Better Your Best" competition, will be uninterrupted or error-free.
- The Lake Companies, Inc. reserves the right, in its sole discretion, to disqualify any participant it finds to be tampering with the entry process or the operation of the "Better Your Best" competition or to be acting in violation of these Rules and Regulations or in an unsportsmanlike, immoral or disruptive manner.
- If you have a change of address or phone number(s) during the competition period, you must notify The Lake Companies, Inc. in writing at: 2980 Walker Drive, Green Bay, WI 54311 and provide your new address and phone number(s). If you are judged to be in the top contestants and cannot be reached for notification (if we choose to notify you in advance), due to not providing accurate contact information, you will be dropped as a finalist and replaced with the next highest judged contestant in your category.
- The Competition Packet must be completed in its entirety; incomplete, late, unintelligible, damaged, misdirected, or undeliverable competition packets will not be eligible for judging. Do not include loose or unbound pages along with this booklet. Make sure everything is bound for easy review by the judges. Proof of submission or sending the submission of your completed Competition Packet is not proof of receipt by The Lake Companies, Inc.

These Rules and Regulations shall be governed by, and interpreted in accordance with, the laws of Wisconsin, United States. You submit to the exclusive jurisdiction of the courts of Brown County, Wisconsin.

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“Better Your Best” Contest Entry Requirements

***Documentation of Your Story:** You'll need to include your story of the positive changes your business has achieved since you started using The Lake Companies' products and how they allowed you to realize those changes. This story is not limited to writing—feel free to describe your success through PowerPoint presentation, photographs, audio, video, etc. **Be creative.** Your story will amount to 50% of the judging.

***Supporting Data:** Be sure to include an overview or generalization of growth that verifies the successes you achieved with the use The Lake Companies' products. You may include the statistics of your growth/improvement and any other supporting data as well.

Completed Information & Authorization Form: Be sure to complete and sign the Information & Authorization Form on the following two pages.

*You may provide this information and any digital files by emailing events@lakeco.com or any medium that is convenient for you.

I represent that all statements made in this competition booklet are true and correct. I understand that if this competition booklet is incomplete, it will not be considered for judging. I also understand that this booklet must be received by The Lake Companies, Inc., NO LATER THAN Midnight Central Daylight Time on September 16, 2016 otherwise it will not be considered for judging. I understand I must send the competition packet to The Lake Companies, Inc. 2980 Walker Drive, Green Bay, WI 54311 by OVERNIGHT delivery, and that packages lost or not delivered in a timely manner because of delays will not be considered. I am 18 years of age or older and competent to make this statement. I am an owner of my business and if I am not the owner, I have received approval to enter this contest by a duly authorized officer of the business, whose signature is below. I further acknowledge that if I am a winner of one of the prizes, the prize shall be awarded to my business and not to me individually. I have read, understand, and shall abide by all the rules and regulations of the "Better Your Best" competition and by signing below I swear I abided by all rules, regulations, and requirements for competition in this contest.

Participant's Signature: _____

Printed Name: _____

Title: _____

Are you the owner or a duly authorized officer of the business?

Yes

No

If you are not a duly authorized officer of the organization, that person must read and agree to abide by the rules and regulations.

Duly Authorized Officer's Signature: _____

Printed Name: _____

Title: _____

What was your business's gross income in your most recently completed Fiscal Year?

- a. \$0–\$20 million in gross revenue
- b. \$20 million–\$100,000 million in gross revenue
- c. \$100 million+ in gross revenue

Today's Date: _____

Continued...

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Company Name: _____
Company Address: _____
City / State / Zip or Postal Code: _____
Country: _____
Day Phone #: () _____ Evening Phone #: () _____
Email address: _____
Fax number: () _____

If you have any questions, please call The Lake Companies, Inc. at 920-406-3030.

It is recommended you make a copy of your entire competition entry for your use and record.

For judges use only:

Documentation checked: _____

Notes: _____

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