

>>> embrace where you are

IMPACT

"THIS YEAR WAS A CURVE BALL
BUT IT MADE FOR A GREAT
HARVEST"

I am thankful for...

REPORT

RISE
+ WE WILL BE SILENT

* a year to be
still

2

HITTING
REFRESH

love

PIVOT
UNPRECEDENTED
OVERCOME
FRESH PERSPECTIVES
BETTER TOGETHER

This is a year to rewrite, rethink and reflect on the beauty of all of those unexpected turns we had to take.
Let us embrace the here and now, and welcome what's to come with an open heart and open hands.

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If you see a Play Button on a page, click or tap on it and watch our interactive videos to see articles come to life.



RICK BETENBOUGH
CEO
BETENBOUGH COMPANIES

Hey y'all

Not too long ago, David Underwood, the senior leader and founder of Sigma Pro, an electronics parts manufacturing company in the DFW area, invited some business friends to join him on a weekday evening in his offices to hear about this movement in the marketplace called Kingdom At Work. He wanted to share with them what the Lord had shown him about his work. He invited Casey Brewer and I to join the gathering and speak, as well.

Upon our arrival, I sat down at one of the tables of leaders, and I did not know any of them. They didn't even know that I was speaking, and one of the leaders said he didn't know exactly why he was there. As

*Our "good work" together
had brought a harvest!*

we began introductions, that leader recognized my last name and asked if I was part of Betenbough Homes in Midland. When I told him yes, he became very excited and started telling me his story. He said that Betenbough Homes was why he and his wife had been able to move to Dallas to be near his family because they had sold their beautiful Betenbough home in Midland and made a bunch of money that funded their move! He went on to say that his experience with us had been amazing – from the great value to the incredible care they felt from our team. He was going on and on—gushing really, and then he realized that I was one of the speakers and that I was going to share what God had taught us and done in us as a company and he said, “I felt that from y’all before I knew why or what you were.” Wow. In that moment, I knew that God was showing me a harvest from all that we had sown. In fact, that all of YOU reading this had sown. It was like a kiss on

my forehead from God. Actually, on all our foreheads! Our “good work” together had brought a harvest! Interestingly, the English translation of “doing good,” from the Galatians scripture below, is from two Greek words, Kalos and Poieo. Kalos being beautiful, valuable, virtuous – translated good, but deeper than just “good.” And Poieo meaning to agree or band together – translated doing, but much bigger than just “doing.” Put it together and it could read, “in agreement, we band together to do beautiful, valuable, virtuous work!” The Kingdom at work, in fact. And God’s blessing is the fruit – truckloads, heck maybe trainloads, of ripe, delicious and nutritious fruit—our harvest!

As we look back on the many stories of impact in this report, we should all celebrate an amazing harvest! Thanks for all the planting, y’all – enjoy the fruit!



“AND LET US NOT GROW WEARY OF DOING GOOD, FOR IN DUE SEASON WE WILL REAP [HARVEST], IF WE DO NOT GIVE UP.”

GALATIANS 6:9

SECTION 01

our work

Our desire is to provide world-class products and services. In this section we share about new endeavors in 2020 and how team members and customers alike are impacted in our daily work.





A BRIDE AND GROOM CELEBRATE
AFTER THEIR WEDDING.

INSIDE + OUT OF THE WILLOWS TEAM

GUEST IMPACT

The Lord works in amazing ways with incredible impact, and this was revealed to The Willows Event Center team during 2020.

in their relationship and continued to cherish their love," said Marcie Truby, hospitality director for Betenbough Companies.

Months before there was any knowledge of Covid. The Willows team was moved by stories we heard about the ways people had been impacted by the generosity of Betenbough team members.

Months before there was any knowledge of Covid, The Willows team was moved by stories we heard about the ways people had been impacted by the generosity of Betenbough team members. We began brainstorming about ways we could give back, too. After a few days, it came to us! We decided that The Willows would work together with other Lubbock wedding vendors to provide an essentially free wedding for a deserving couple in Lubbock who wanted to get married in 2020.

"The vision was that the couple who would receive the wedding had to have overcome incredible odds and gone through many valleys but kept faith

After a few weeks of open nominations on The Willows' website, a couple was selected, and The Willows team began the journey of assisting Bailey and Jared Servantez with their wedding plans. Throughout the planning process, the team learned more and more about the couple and their current life walk. Bailey has a heart for fostering and had the opportunity to gain custody of a little girl from South America who had been with her for a few years. She met Jared while fostering, and together they were able to grow a mutual love for supporting this little girl.

After they got engaged and started to plan their wedding, complications began

to surface with the adoption process, and they decided to put the wedding on hold so they could focus all their time and attention to providing the home that this little girl deserved. Jared's sister nominated the couple, saying Baily and Jared deserved the wedding for their humility and true love they share. Their story caught The Willows team's attention right away, and it was a unanimous decision by the team of vendors participating in the wedding giveaway to select Baily and Jared.

"Each team member felt the weight of the impact they were making on this special couple," Marcie said. "Every couple is an honor for the events team to serve, but this couple's story provided such inspiring hope through the tribulation of the year. There is joy in grief, and The Willows team feels blessed to be able to provide that for guests in any season."

The wedding took place in September and went off without a hitch! Many tears were shed, and the love of family and friends was so evident throughout the day.

Baily shared her feelings about the wedding on Facebook: "This weekend was better than Jared and I could've ever imagined, and we will never be able to thank all of the amazing people who made this possible enough! For those who didn't know, Jared and I were chosen as the winners of The Willows Wedding Giveaway earlier this year after Aubrey Stutler surprised us with the nomination. We could not be more grateful for all of these people who chose us and made our dream day possible!"

The Willows team is proud to be able provide this opportunity for another couple in 2021.

EMPLOYEE IMPACT



TOTAL NUMBER OF
EVENTS: 271

INTERNAL EVENTS: 182

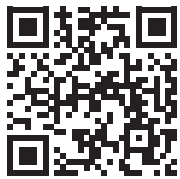
TRADITIONAL
WEDDINGS: 27

MICRO-WEDDINGS: 12

In 2020, we started our own in-house catering department for The Willows. The idea behind it was to serve beautiful food by blessed hands. Our first catered event was actually Baily and Jared's wedding! As we discussed bringing our catering in-house, we knew we wanted to operate our kitchen differently from what we had seen in other places. We wanted our culinary staff to feel as loved, respected and cared for as any other department within Betenbough Companies. And the Lord gave us an opportunity pretty quickly to impact one of their lives. Sheri Robertson joined our staff in October as a prep cook. On Oct. 28, Lubbock was hit with a massive snow and ice storm that left people without power. Sheri reached out to her new boss, Chef Andrew Seccareccio, that morning to say she might be a little late. When Andrew

asked if she was okay, Sheri sent back a picture of her kitchen with a huge hole in the ceiling from where her roof had collapsed from the heavy snowfall. That picture was forwarded on to Cory Cisco, area director for Betenbough Homes, and Corey Lusk, Betenbough Homes' vice president of operations, and within a few hours they had sent out a team to assess the damage and make a plan. And, over the course of the next couple of weeks, the roof was completely fixed.

Sheri and her family were completely amazed that a company she just joined would be so generous to a new employee with no questions asked. "I love the new roof," she said. "It is beautiful and I am so happy to work at such an amazing place."



ARIEL GARGULA, CAMRYN MAYER AND ALYSSA MENDEZ MAKE PLANS FOR AN EVENT.



"Family meal is such a game changer."

- Mariza Santillan

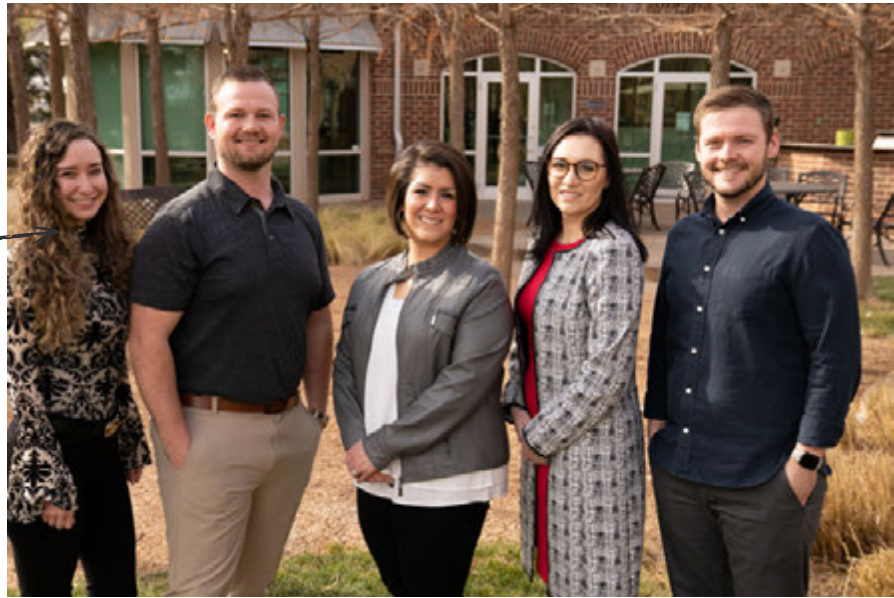
THE WILLOWS
STAFF ENJOYS A
MEAL TOGETHER
BEFORE A BIG
EVENT.

In the food service industry, it's standard for the staff to eat last - if they have time to eat at all. But, The Willows Event Center's Chef Andrew Seccareccio has a different vision. It's the chef's goal to not only nourish his team physically, but also relationally. Before each event, The Willows Event Center kitchen and service staff come together for a "family meal." During this time, each member of the team momentarily puts their job on pause to meet up, check in, and fellowship with one another.

"Family meal is such a game changer," said Mariza Santillan, banquet captain for The Willows team. "Not only does it bring us closer together as a family, but it allows us a time to say grace over every event and give all glory to God. That is something you don't typically see in this industry."

our impact title team!

LILLY ROMERO, ESCROW OFFICER
JOSH WELDY, TITLE MANAGER
NATALIE ROSENAU, TITLE EXAMINER
RACHEL CHOATE, ESCROW OFFICER
JORDAN DAVIS, ESCROW PROCESSOR



In 2019 our leadership team began putting a plan together to further improve the home buying experience with the addition of a title company. On Jan. 1, 2020, we announced that Paul Boecker, Betenbough Companies finance director, and Josh Weldy, newly named title manager, would begin the process of setting up a title company.

The first order of business was to find a name that would capture the “WHY” behind the creation of another brand in our family. After two months of praying and several names later, we landed on “Impact Title.”

When it was decided to start title operations, we committed to doing it different from what we saw in the marketplace at that time. That sounds great on paper, but the rubber really meets the road when regulations make that challenging. One of the first areas we decided to tackle was our service. Our goal was to provide a level of service to Betenbough Homes that was even better than what they previously received. We want to be an invested partner to Betenbough Homes, one that will do everything in our power to ensure the home buyer is able to close on the date they agreed to regardless of the obstacles.

“We want to be proactive in our service, reaching out to lenders to get documents to ensure everything is ready to close on time, not waiting on the documents to be sent to us,” Paul Boecker said. “As an invested partner, we’re committed to finding new ways to do this, automating where we can so that we continue to do our part in the entire home buying experience for Betenbough Homes and their customers.”

As operations got underway, we initially proposed the first closings to happen in June. However, thanks to our newly formed partnership with underwriter Geri Hosterman, we experienced an expedited application and acceptance and were able to close our first home in

THE BIRTH OF IMPACT TITLE

April! We closed four more homes in May to ensure everything was operating smoothly, and, as of June 1, Lubbock South became our first full region with 100 percent of closings flowing through Impact Title.

"It didn't take long until we found our first employee, Jordan Davis, who quickly found his groove and became an asset to our team," Josh Weldy said.

The Lubbock Multi-family region was our second region and quickly added a new product and complexity to our team. As we began planning for the next region, Josh knew the team would need to grow so that the work could be completed in a timely manner. Rachel Choate, who had been working for Betenbough Homes as a closing specialist for the last four years, immediately came to our mind. Rachel brought yet another level of excellence and has been providing our company with world-class service.

On Aug. 1 we expanded to Lubbock West. Within the next two weeks Natalie Rosenau came to us from Denver, Colo. She quickly picked up on title industry nuances and has already improved our processes and efficiency in her short time with us.

regularly searching for ways that we can improve and better serve the escrow process, and it's been such a life-giving process to be a part of. I have never worked in an environment and under leadership that cared about who I am at my core and searches out the aspects of this job that truly make me come alive. Working in this type of environment not only causes me to want to give my absolute best, but it also makes me excited to come to work and be a part of a vision as opposed to a duty."

In September, we added Midland and Odessa's closings to complete our first-year plan for Impact Title. After a few months, we realized future growth of the brand would require another rock star to join our team. Lilly Romero, closing specialist at Lubbock West, immediately came to mind and we invited her to accept the role of escrow officer. Along the way we took time to work closely with our lending partners to build strong relationships with them. We knew they had invaluable insight to share with us, and we were eager to learn from them to help us improve our work at Impact Title. We also met with and sought feedback from different teams within Betenbough Homes to help us improve our service. We used the lessons we learned throughout 2020 to help us continually improve our processes.

While 2020 has proven to be a year full of brand-new opportunities, we are looking forward to a season of process improvement and even more impact in 2021 as we embark on 1,400 opportunities to serve our Betenbough Homes sales teams, homeowners, and lenders.

**BEING A PART OF
THE BETENBOUGH
FAMILY VIA
IMPACT TITLE
HAS BEEN AN
EXPERIENCE
UNLIKE ANY
OTHER!**

"Being a part of the Betenbough Family via Impact Title has been an experience unlike any other! Not only has the world of escrow been a new and exciting challenge, but it has allowed me to personally grow in a way I couldn't have expected," Natalie said. "Our team is

ALCOVE FARMS'

new initiatives in 2020



WELCOME TO THE FARM!

This year brought an abundance of growth and new initiatives for Alcove Farms. In addition to being in select United and Market Street locations, Vitamins Plus, Healthy Essentials and selling at The Wolfforth Farmer's Market, we began selling our eggs in the brand-new H-E-B grocery store in Lubbock. At the farm, the irrigation system was improved with four new sprinkler systems and regular rotation to improve soil health. Several new team members joined Alcove Farms, and that is not just limited to people! Goats joined the team, which helps tremendously with weed management at fences. Llamas were brought on board to protect our ladies, alongside our dogs, Olive and Willow, of course.

"The big impact of 2020 for Alcove Farms is Farm Manager Amos Green! He has truly been




Amos Green packages eggs to be shipped out to local grocery stores.

STATS

Dozen eggs sold: 32,230 

Dozen eggs donated: 18,663 

Broiler chickens processed: 274 

Number of locations you can find Alcove Farms eggs: 14 

a blessing to the farm," said Kerry Ritchie, Director for Alcove Farms. "He has made significant changes which has made an immediate impact on each individual at Alcove Farms."

One example, Kerry said, is that Amos has implemented a Jump Start via Zoom or video with the install of a flat screen TV in the barn. This has allowed the team to gather together and be in one space, which is a first for the farm. He has improved processes and made life easier for each of our farmers, Kerry said.

"Amos sees me how God made me and sees what's best for me," said Shawn Peacher, Alcove Farms farmer.

Kerry concluded, "I think that says it all! Don't we all want to be seen as God sees us and to be inspired to live out God's perfect plan for our lives?"

SERVING THE PERMIAN'S *essential workers*

DONAVON EARL FOLLOWS UP WITH A HOME BUYER.



**"WE ARE GRATEFUL FOR THE
ECONOMIC IMPACT THE OIL INDUSTRY
HAS BROUGHT, AND WE WANT THE
BOOM TO HAVE A LASTING BENEFIT,"**

-CHARLIE COOKE
AREA DIRECTOR
BETENBOUGH HOMES

As the Permian Basin continued to welcome new families brought in by the oil boom in early 2020, the housing shortage increased and the cost of living, including home prices, continued to soar. To serve our Midland and Odessa communities, Betenbough Homes gave individuals working essential roles (nurses, teachers, first responders, active military, and city staff) the ability to "skip the wait" and get into a home more quickly through the Essential Role Priority List.

"We are grateful for the economic impact the oil industry has brought, and we want the boom to have a lasting benefit," shared Charlie Cooke, Betenbough Homes area director. "To thrive, our communities need stability. We need roles such as nurses, teachers, first responders, and city staff to be filled! And to keep them here, they need access to affordable homes."

While every community member is important, we launched this initiative in



MIDLAND'S HALEY ANKERHOLZ AND LORA ROBERTSON LOOK AT INFORMATION ON THE BETENBOUGH HOMES WEBSITE.

Midland and Odessa to serve employees who play a vital role to community safety and health, to children, and to city maintenance and growth.

"I moved back to the Permian Basin last year to take a job as a teacher, and when I first started looking for homes, the market was discouraging. It would have taken me at least a year to find a new home, but when I heard about the Essential Role Priority List at Betenbough Homes, I realized I was getting the most out of my money and I didn't have to wait," said Raul Villanueva, a Permian Basin teacher. "Midland and Odessa need oil field employees, but there are so many roles outside of the oil industry that are also important to building this community. This initiative helps us stay here in the Permian Basin."

Betenbough Homes offers the most affordable new homes in the Permian Basin, with starting prices under \$181,000 in February of 2020. According to the Permian Basin Board of Realtors, the median home price was \$313,800 in February, hindering homeownership for many Midland and Odessa residents.

As 2020 went on and the Covid pandemic continued, demand in the Permian Basin changed. But, our commitment to home buyers in Midland and Odessa did not.

AWARD- WINNING WORK



BETENBOUGH
HOMES

Spirit of Philanthropy Award
(Lubbock Area Association of
Fundraising Professionals)

THE WILLOWS
EVENT CENTER

**Finalist for Best Event Center
and Best Wedding Venue**
*Best of Lubbock -
Lubbock Avalanche-Journal)*



BETENBOUGH
HOMES

#50 on the Builder 100 List
(Builder Magazine)

BUILDER 100

During 2020, our companies were recognized for their outstanding work by several different organizations and publications. We are proud to have received these "shout outs" for creativity in our work, for our generous spirit as an organization, and for our beautiful facilities.



BETENBOUGH
HOMES

**Guildmaster
with Distinction**
(GuildQuality)



BETENBOUGH
HOMES

Finalist for Best Home Builder
(Best of the Basin -
Odessa American)

BETENBOUGH
HOMES

Best Home Builder
(Best of Lubbock -
Lubbock Avalanche-Journal)



KINGDOM AT WORK: COMMITTED TO INSPIRING LEADERS



CASEY BREWER WELCOMES
ATTENDEES TO A 2020 WORKSHOP.

Kingdom At Work always strives to inspire, equip and ignite leaders to reveal God and His Kingdom through their work in the marketplace. Jotam Torres, a Chicago business owner whose story you will read on the next pages, is just one of the 140 workshop attendees we saw in 2020 who has received a fresh revelation of who God is and what He has called them to do in the marketplace. We celebrate with Jotam and are excited to see where the Lord continues to lead him and his business in 2021.

Throughout 2020, while our travel and events calendars were significantly altered due to Covid, we were still able to host two in-person workshops. We believe that these in-person gatherings are so vital to our mission because we're able to walk alongside people and encounter God together. Through our keynote sessions, table talks, and breakouts, God is always faithful to bring a fresh anointing and move in our midst.

One 2020 workshop attendee shared that "The 'Hearing from God' breakout session was something that I really didn't know what to expect. The Holy Spirit was moving and provided audible words to me for the very first time. I felt God's presence like never before in my life and I am so thankful."

Another attendee said, "My wife and I have been struggling for many years just trying to keep it together. For the first time in a long time, I feel different about her. God has spoken to me here, and this workshop might have saved my marriage."

One of our 2020 Kingdom At Work Films featured Julaine Smith, a CEO from Seattle, Wash., and she says it perfectly, "I think what the Lord wants to do, is He wants to take the church and He wants to manifest it in the marketplace. How can our Lord and the principles of the Kingdom be used in the marketplace for good, in a way that not only makes a profit, but makes a difference?"

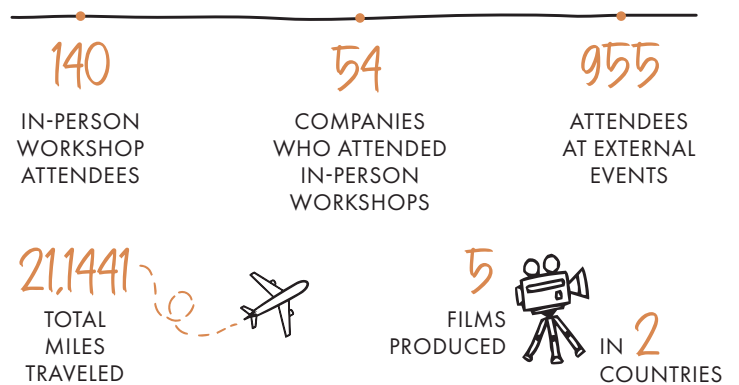


MARCUS MURPHY RECORDS A PODCAST.

CAL ZANT
LEADS A TABLE
DISCUSSION
AT A RECENT
WORKSHOP.



BRIANNE STEVENS, KAYLAH BARNES, TIFFANY BERRY
AND ALLISON SMITH LAUGH DURING A KINGDOM
AT WORK WORKSHOP.



our neighbors + partners

Betenbough Companies is present in four cities across West Texas. This section is full of stories of impact from our customers and partners in our communities.

12

KINGDOM AT WORK'S RADICAL IMPACT

WRITTEN BY: JOTAM TORRES



JOTAM TORRES AND HIS CO-WORKER
ALEXANDRA BUNKER ENJOY THEIR TIME AT
THE KINGDOM AT WORK WORKSHOP.

This should've been an impossible year. Being in the food industry in Chicago, we were hit pretty hard overall by the local government mandates related to Covid. After returning from the Kingdom At Work workshop in February 2020, the mandates hit in March and April. We decided that it was time to hand the business over to the King. We publicly made him our CEO--calling ourselves Kingdom builders from now on. Not all of our team members were believers, but they trusted our leadership.

When the mandates hit those first couple of weeks, we were down 40 percent on the retail side. We had completely lost our wholesale and catering business, which made up around 20 to 30 percent of our total gross sales.

Luckily, we had a new guy in charge, and He had a plan! Within a few weeks, we had increased by 20 percent on the retail side. Each month we continued to increase! In October 2020, we doubled the sales that we did in October 2019. We didn't change the menu or increase prices, we just hired a guy!

And He delivered! Our business has never been more stable and successful than in the midst of these crazy government mandates in one of the heaviest-handed cities in the United States.

A few weeks ago I had a rough day working in the bakery. I was on my own, and I had a solid 12 to 15 hours of production ahead of me. I've done this many times in the past, and I have some pretty ugly memories of cursing myself, my business, my team, and wondering why in the world I was still doing this. One of my lead bakers was getting ready to head home and she asked, "Is there anything else I can do for you?" I knew she could make the night a lot shorter, but then I heard the King say, "Hey, let her go home. Let's do this one together tonight."

So it began. I had tons of bagels, croissants and pastries to produce and prepare. I also had to make several hundred pounds of cream cheese, different sandwich spreads, and all of our syrups. On top of that I had about a thousand pieces of bacon that needed to be ready.



RICK AND HOLLY BETENBOUGH ADDRESS ATTENDEES.

As the night progressed, I looked at the work in front of me, and instantly remembered the past where I hated everything about this work, how miserable I felt, and the anxiety and depression I used to experience while working alone. But then I heard Him again. “Do you remember when you thought you were alone — when all you wanted was to go home, to run away because the work was so heavy, or cut corners to get it done quicker? Things you would NEVER allow your employees to do. Well, I’m here to tell you that you weren’t alone, my son. I want to do this work with you tonight. I want to take back those memories,

**WELL, I’M HERE TO TELL
YOU THAT YOU WEREN’T
ALONE, MY SON.**

and I want to redeem them. I don’t just want your future and your present, I want your past, my son! I want to rebuild your mind and your heart so that the next time something like this happens, all you have to look back on is a fun night with your Father and King!”

That night, my King asked for my work — past, present and future. And while my back was on fire and my feet looked like pancakes, it was the best night of work I’ve had in my entire life.

Kingdom At Work is not just related to what we physically do and what makes us money. Kingdom At Work literally means the Kingdom of God doing good work! He wants our past, He wants our present, and He wants our future. He wants our union with our wives and husbands, He wants our union with our children and family members, He wants our union with our communities, friends and coworkers. He demands to be King over all because it is all His. It is purchased, redeemed and signed for!

I love you guys at Kingdom At Work! I thank the King every day for what you’re doing, for what the Holy Spirit is putting on your hearts, and the impact that you’re having on the Kingdom of God. Thank you!



MICHAELA AND BRIAN QUINTERO
POSE IN FRONT OF THEIR "CARMÍ".



A GRATEFUL FATHER'S PRAISE

October 2020

In the course of a day, most Betenbough Homes and Impact Title employees likely don't think twice about the impact they have on the home buyers they serve. But, when the father of two of our customers takes time to send a letter to Cal Zant, president of Betenbough Homes, the impact is evident.

Dear Mr. Zant,

Please let me begin by stating that this letter is not a “complaint letter.” It is a “thank you letter.”

I have four children, ages 36 to 24. This letter pertains to two of my children, Numbers 2 and 3.

My third child’s name is Michaela Quintero. She attends Texas Tech as a doctoral candidate. Due to COVID’s impact on everyone’s life and plans, she was recently married via a “Facebook ceremony” at the courthouse in Lubbock. Since we had money set aside for a wedding ceremony, we decided to give her the money so she could purchase a home. In her home-buying due diligence process, she discovered Betenbough Homes.

Michaela selected a Carmi, and her home is slated to begin construction within the next couple of weeks. When Michaela’s older brother Caleb (Child #2) saw what she was buying, he said, “Why am I staying in California?” He started looking at plans online and within a couple of days, he selected a Rebecca that was already completed. Caleb is a programmer and works remotely as an independent contractor for a home builder near Houston. Caleb sailed through the qualifying/buying/closing process, and he got the keys to his brand-new home today.

Through these two home buying journeys, you (the Betenbough Family of Companies) have blessed my family. I now want to take some time to thank you, person by person.

We first met Ryan Anderson. What a consummate pro! Ryan supported and guided Michaela through the selection and

contracting processes. He did the same for Caleb. His follow-up was relentless, and he always kept a balance between “company rules” and “customer expectations.”

Next in line, we met Lilly Romero. She helped us through the closing process. Again, we met a sweet, helpful, servant-hearted person. Her follow-up was thorough, and she never left us hanging on any matter.

The “caboose” in this chain of events was Josh Weldy at Impact Title. There was potentially an issue on the mailing of closing documents for Caleb’s closing. Since Caleb was closing remotely, the documents needed to be sent to my home, where Caleb was temporarily residing until he moved to Lubbock. We thought the documents were inadvertently sent to Caleb’s previous address, and I called Josh to verify what had happened. As it turns out, Impact Title had already corrected the mailing address, and all was well.

The Bible has a faith “hall of fame” mentioned in Hebrews 11. It closes by stating that, “the world was not worthy of them.” In these days of lawlessness and hate, it is very refreshing to discover a group of people so full of “goodness” that they change the world around them for the better. While the world may not be worthy of them, I am certainly blessed by them.

“May the Lord bless you and keep you. May the Lord make his face to shine upon you and be gracious to you. May the Lord lift up His countenance upon you and give you peace.”

All the best,

Bruce Cohoon



Brad James, a Lubbock middle school teacher, attributes the dramatic change in his health to a clean diet that includes Alcove Farms eggs as the star.



ALCOVE FARMS EGGS: THE HEALING TOUCH

Brad James was diagnosed with ulcerative colitis in 2000. For 20 years, he's been battling the chronic disease that causes inflammation in his digestive tract, at one time taking 12 pills a day just to simply control his symptoms. In April of 2020, Brad experienced a flare up and hit a roadblock when it seemed like nothing was helping. So he set out on a journey, reevaluating everything he thought he knew about clean eating. For Brad, it was vital that every bit of what he put in his body was clean from source to stomach, and luckily, he found help at Alcove Farms. Scan the QR code & hear Brad share how he found healing and freedom just by adding Alcove Farms eggs to his diet!

GROWING A “FAMILY” BUSINESS



The third time owning a business has been the charm for Mikel Sorenson, who, along with his wife, Davina, owns R & S Dirtworks, LLC, in Amarillo.

The Sorensens, who are Betenbough Homes trade partners, are modeling their two-and-a-half year old business after the principles of “employees as family,” “pay it forward,” and “honoring God in the business” that they learned from our Amarillo team.

Mikel said when he saw that a large company like Betenbough Homes was able to function successfully by putting God first,

he knew that this was how he wanted to run his company.

“This was very exciting for us to realize as Christians,” he said.

Mikel and Davina wanted to show customers that God is with them in their business, which is why you will see a large cross front and center in their showroom.

“We aren’t hiding it,” Mikel said.

When he owned his first two companies, Sorenson Ditching in Albuquerque and

Sorenson Excavation in Oklahoma City, he didn't run them with God first. And, it is not lost on Mikel that, for various reasons, those companies are no longer around today.

R & S Dirtworks provides dirt work service to Betenbough Homes and several other home builders in Amarillo. That includes building pads, setting up for slab grade, and setting up and completing final grade, and the R & S team works hard to complete their work efficiently to keep their builders moving on time. Mikel said his team even handles backfill for sewer or utilities when the Betenbough team in Amarillo needs help with that and also provides mason and fill sand and rock and gravel for landscaping.

"If it has to do with dirt in Amarillo, you name it, and we are the ones doing it," Mikel said.

Mikel said there are two reasons why their company is successful: God is on their side and they have figured out a way to do the same amount of work as others with less people.

"We only use a skid loader and different attachments to do our work," he said. "Our process is that every stage builds to the next. We are thinking ahead so we can be more efficient."

In 2018, not long after they started the company, Mikel and Davina attended the Trade Partner Leadership Conference hosted by Betenbough Homes in Amarillo. It was

during this conference where they gained inspiration for how they wanted to run their business after being exposed to Betenbough Homes' aforementioned principles.

"Everyone we interacted with at Betenbough Homes, from Cal Zant to Corey Lusk to Cory Cisco to David Morgan to Greg Utsey to all the builders, every one of them exemplified all of the things that were discussed in the conference," Mikel said. "We are a new company that is still building, but we want to model that culture. We are building this company for our employees. If our kids want to be a part of this in the future, they are going to have to work for it, too. We aren't going to hand it to them."

Mikel said their employees are like family, and they want to partner with companies who take care of their own employees.

"I have been wealthy, and I have been as broke as can be," Mikel said. "I had a long conversation with God, and I told him if he would bless this business, then I will pay it forward and bless others."

And, blessing others is something Mikel and Davina have been able to do. From doing demo work on a site

after a family at their church lost their home in a fire to providing pea gravel for a church school's playground, the Sorensons look for ways they can give back to the community, both personally and through their business.

**BLESSING OTHERS IS
SOMETHING MIKEL AND
DAVINA HAVE BEEN ABLE
TO DO.**

WHEN GOD SETS THE COURSE

A year and a half ago, Brett Johnson, owner of Brett Construction, was looking for someone who could help with chip seal on a gravel road to his barn on some property he had just purchased between Midland and Greenwood. He asked around, and a guy he had hired to help with some projects suggested he talk with Betenbough Homes.

Soon after, Brett met with Abe Fuentez, Betenbough Homes' developer in Odessa, and that began a partnership in the Permian Basin between us and Brett Construction.

"This was the hand of God directing me to Betenbough Homes," Brett said. "I haven't seen that guy (who told me about the company) since."

Brett isn't shy about professing how he and his company couldn't have made it to where they are now without God being a part of it.

On the Brett Construction website, the company not only proclaims its desire to become the "Swiss army knife of construction," but it also talks about being a Kingdom-based business.

What does that mean, exactly?

According to the website, being Kingdom-based means that Brett Construction's company culture and core values are modeled after the charge to make earth look like heaven and share God's Kingdom in the marketplace. This is a concept he adopted after attending two Kingdom at Work workshops.

After the workshops, Brett said his company has implemented several things they learned there: one-on-one meetings with team members, the coaching continuum, and daily prayer/devotion time during morning safety meetings.

"Seeing a company like Betenbough Homes that goes over and above blows you away," he said. "They have proven that if you invest in your employees, the employees will invest in the work."

Before even attending a workshop, God was already leading and inspiring Brett.

"In 1997, God put it on my heart to put Philippians 4:13 on the side of all of our trucks,"



BRETT
CONSTRUCTION
TEAM MEMBERS
HARD AT WORK.



BRETT CONSTRUCTION
TEAM MEMBERS DISCUSS
THEIR NEXT STEPS.

*"Anything I can do to help
Betenbough Homes, I will
do it."*

Brett said. "I have been doing that ever since."

Brett said he cannot put into words how good it is to work with the "honorable, good people at Betenbough Homes who keep their word."

"It is by the grace of God that He put us with one of the best companies I have ever worked with," Brett said.

Brett got his start in construction early, doing side work as a teenager with his uncle who worked for a construction company. Growing up on a dairy farm made for early and late hours as part of a day's work, and Brett said he would fill in doing utility work with his uncle during breaks from school.

Since learning the construction trade, Brett has moved all over Texas for jobs. His company has worked on projects like subdivision utilities, highways and bridge work for the Texas Department of Transportation, and oil and gas drilling pads and pipelines.

"I have seen a lot of miracles as a business owner," Brett said.

One example he shared was that in 2007, the time came for he and his father and brother, who owned Brett Construction with him, to part ways in the business. They wanted to pursue

municipal projects, and Brett wanted to do more work in the oil and gas industry. So, he agreed to buy them out by Oct. 1 of 2007.

"Things were tight, oil was going down, and I had no clue where I could get the money to pay them," he said. "But I knew God had this."

He said that a man they had done work for a year prior, who happened to owe them the exact amount Brett needed to buy out his father and brother, was filing bankruptcy. Before arriving at the bankruptcy mediation with other business owners to try to collect some part of the money owed to them, God told him to pray about the situation.

"There were about 50 people in the room, and I asked to open us in prayer," Brett said. "I prayed over the meeting and it was a miracle that, by the end of the mediation, I was the only person in the room that got paid for my past debt...on the exact day I needed to pay my father and brother."

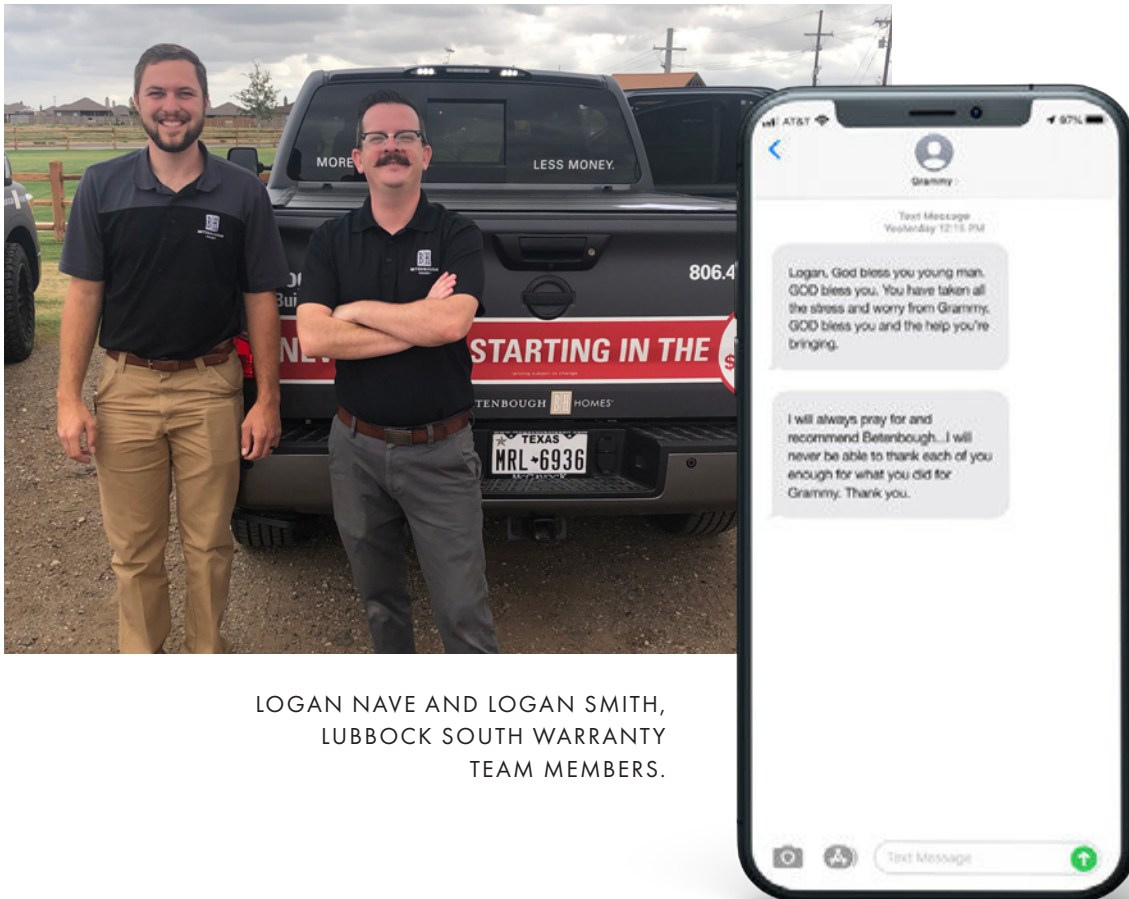
Brett said he has great love and respect for everyone who works at Betenbough Homes, and he thanks the Lord every day for the people he works with.

"Anything I can do to help Betenbough Homes, I will do it," he said.

TAKING CARE OF OUR HOMEOWNERS + TRADE PARTNERS

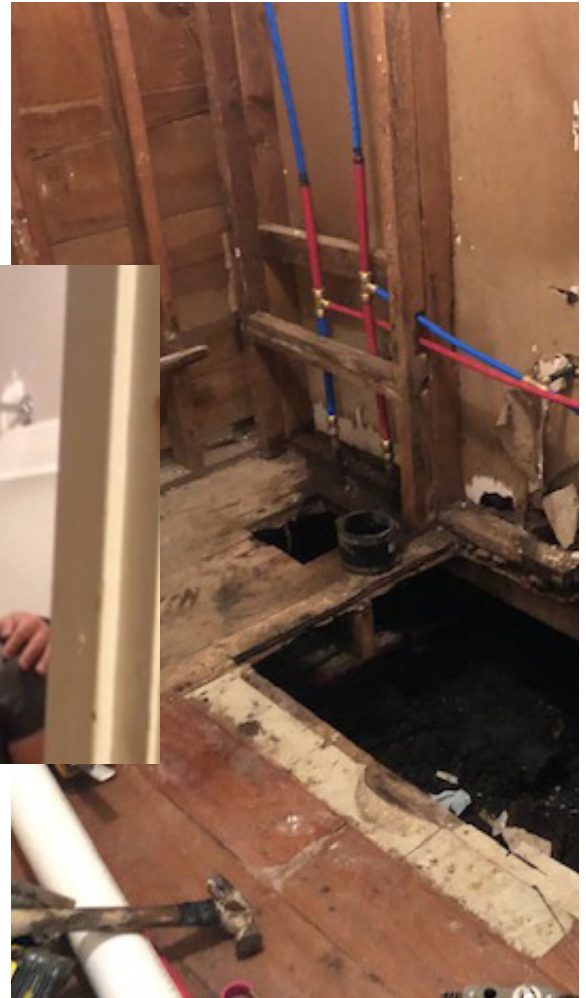


When a homeowner from 2001 reached out to our Lubbock South team for help with some severe plumbing repairs that she could not afford, they jumped into action. The warranty team talked with her, evaluated her needs, and met with trade partners who were willing to work with Betenbough Homes to cover the costs and make the repairs. Within an hour of the work starting, all repairs were made, and the team left the homeowner crying tears of relief and thanking God for the help. To read the full story, please access the link to the left..



LOGAN NAVE AND LOGAN SMITH,
LUBBOCK SOUTH WARRANTY
TEAM MEMBERS.

THE BATHROOM REPAIRS IN PROGRESS.



SHANE SLONE, NICK SANDOVAL, AKA INJUN AND ALLIE MEDRANO TAKE A BREAK FROM THE REPAIR WORK.



We could not build our homes without our trade partners, so when the opportunity arises for our employees to help a trade partner with a problem, they shine. This is what happened in Midland when bricklayer Yolanda shared with Warranty Technician Allie Medrano about the CPS requirement to remodel a bathroom she was facing to be able to take care of her grandchildren in her home. Yolanda's home was older, and the bathroom was in disrepair after not being used for two years. Midland team members looked at the bathroom, started working on the repairs, and, when the project ended, Yolanda had new flooring, a new toilet, new piping and supply lines, and a new shower. Yolanda and her grandchildren were extremely grateful to be the recipient of such generosity from the Betenbough Homes employees in Midland. To read the full story, please access the link to the left.

REIMAGINING CHRISTMAS EVENTS

Previously, our Christmas events filled our regional sales offices with families during the weeks leading up to Christmas. Hundreds would gather for free photos with the stars of the season – Santa and Mrs. Claus! While waiting in line for photos, the Betenbough elves would offer popcorn, cookies, hot cocoa and crafts to families causing cheer and laughter to fill our new home centers. However, 2020 came and we knew it wouldn't be easy to still serve our people and homeowners in the same way during Covid, but families needed the joy of Santa more than ever. And, we knew our teams thrive in change, being given a challenge, and working together to create something amazing, so we started brainstorming!

Like what often happens around here, the marketing team came up with a crazy idea to celebrate Christmas, went to the software team with this idea, and together we turned it into a world-class effort. Thus, Santa-Grams were born! What are those, you may be wondering? Well, if you saw a Santa wandering around the Home Office's halls in late November and early December, you may have gotten a few clues.

Parents all throughout West Texas sent in their children's gift requests to Santa online. The software team created an online form to make it simple for parents to submit their information and then built a website that collected

information and kept us organized when filming. Next the marketing elves went to work advertising the opportunity, and a few different Santas pitched in to create personalized video messages mentioning each child's name and an item requested for Christmas. Through the use of technology, videos were immediately compressed and AI cross-checked names to ensure accuracy. With the help of some employee volunteer hands, we then put together 2,500 treat packages with cocoa mix, popcorn and crafts through a Santa assembly line – yes, you heard that right – to bring smiles to kiddos all across our area!

Each family that signed up for a Santa-Gram was able to receive a special video message from Santa himself along with a mailed treat our elves packaged. One mom commented on Facebook, "This is so kind of you Betenbough Homes! Thank you for doing this for our community in a time that is so crazy and filled with unknowns and sadness for so many." Another shared with us that "this is such a blessing, especially when you have a lot of people unemployed." And yet another said "my kid's face when we got the mail was truly priceless. Thank you all so very much."

To each person who had a hand in Christmas 2020, thank you for helping bring light, comfort and joy to West Texas families this season.



EMPLOYEES WORK TO ASSEMBLE TREAT PACKAGES.



VICTORIA VAUGHN AND ADAM RICKMAN HELP SANTA RECORD A SANTA-GRAM.

our family

This section features highlights that focus on the essence of our companies: the employees. While we could not capture every amazing story about our employees caring for each other, for our customers and for our communities, we are proud to share with you a handful of feel-good selections.

13

WHEN WORK IMPACTS HOME



*L'Ray Klafka
Connections Coordinator
Lubbock West, Betenbough Homes*

It is something special when you realize positive things at work are impacting your home life in a big way.

And that has been true for L'Ray Klafka, Lubbock West connections coordinator, since she started at Betenbough Homes in March of 2020.

L'Ray spent 15 years in children's ministry at different churches in Lubbock, and she said she knew she was called to be a minister. But, what puzzled her was when she felt God calling her to be a minister away from the church.

It took her some time and some advice from a friend before she realized what being a minister outside of the church could look like, and she is so happy to have her calling realized in her role as connections coordinator with Betenbough Homes.

For a number of years, even while she was working in ministry, L'Ray said her husband and son were struggling with their faith. Thus, she struggled with how her family would find the Lord when she was not working at the church.

"Then one day, I clearly heard God tell me 'You have to leave the church so I can reach your family,'" she said. "So, I did."

Taking a leap of faith like that isn't easy, but after interviewing with Tannon Nauert, connections manager, and hearing the exact words she had prayed about come out of his mouth while they were talking, she knew she was where God wanted her to be.

During the Betenbough Companies connections

dinner for new employees, L'Ray's husband, Rustin, met Walter Cunningham, executive director and board member for Betenbough Companies. The two built a friendship and have had continued conversations about Rustin's business.

L'Ray said it was like Walter knew the timing wasn't right for Rustin to hear about Kingdom At Work during their initial conversations, and once their friendship deepened, their conversations turned to the Kingdom At Work movement and how we do business within Betenbough Companies.

"Recently, Rustin told me, 'I'm doing it. I am getting out of the way,'" she said. "He said, 'It's time to get out of the boat and see where this thing (his business Peak Movement) is going.'"

"Because people seek after the Lord at Betenbough Homes, being here changes who you are," she said.

"God has done more for me and my family in the five months I have been working here (than any other time in my life)," L'Ray said. "Working here opens my eyes to it. He has always been working, but I can really see it now...impacting people's lives, directing them to the Lord."

"Having the ability to be who you are and walk through life with others has a profound impact on the employees," L'Ray said.

"What a gift Betenbough gives to their employees," she said. "The true impact is that it hits and goes out. It isn't just a one-person impact."



EDIE GUESS WITH SON, BRENT, AND FORMER GENERAL MANAGER KATHRYN MILLER IN HONDURAS.

VISION TRIPS

In 2020, vision trips looked different than anyone expected. We planned on this being the biggest year yet for vision trips, traveling to 11 different countries with eight different ministry partners. In what would have been a record-breaking year, 113 employees, 52 percent of eligible employees, along with 179 guests, signed up for a vision trip in 2020.

Due to Covid, 16 of our 17 vision trips in 2020 were canceled. In lieu of canceled vision trips, the company decided to gift several of our ministry partners \$20,000 each, for a total of \$120,000, to help these ministry partners in the midst of a difficult year.

Edie Guess, who is on The Willows' guest services team, went to Honduras on her first vision trip. "I won't lie ... I was worried about my physical limitations and how that might impact the trip. This 'worry' had kept me from two years' worth of vision trips! I am so glad I chose to go – despite my worries," Edie said. "Honduras is a beautiful, yet hard, place to live, and the people are overcomers. It was a blessing to see how people do what needs to be done even if that means walking two hours to school and two hours home every day over very rugged terrain."

Edie said she was blessed by the mission staff and our team as well as the local people.

"Don't let your fears keep you from experiencing what God is doing in other parts of the world," she said.

Karen Estes, who is also on The Willows' guest services team, went on the vision trip as well. She said her eyes and heart felt some completely different things.

"What my eyes saw were families living with no toilets, no electricity, no means of travel, walking two hours to and from work, single moms with children to tend to afterwards, no roads," she said. "But what my heart saw was something completely different! The ladies at the coffee farm were a mirror image of myself at one time. A single mom, working from paycheck to paycheck."

Karen said the families they met picked oranges from their trees and fed and loved on them and the staff at Mission Lazarus were the best hosts and hostesses.

"They worked hard to make the place amazingly comfortable," Karen said. "They were full of joy and peace. They were rich in the Spirit. I believe the Spirit was foreshadowing what was coming with Covid, shut downs, sickness, and a slower-paced lifestyle. I came home humbled."

MINISTRY PARTNERS WHO RECEIVED \$20,000:

- Christian Ministries in Africa
- Singerman Family / U Israel Tours
- SportQuest
- Christian Relief Fund
- MANNA Worldwide
- Prepare International

Fortunately, we had one team travel to Honduras in January with Mission Lazarus, our first ever vision trip with them. The small team of eight (five employees and three guests) stayed at the coffee farm in the mountains of Honduras and had the chance to visit Mission Lazarus' many different programs including San Lazaro Coffee farm, Lazarus Artisan Goods leather and wood shops, Posada San Lazaro, a medical clinic, and their children's home. The Mission Lazarus properties sit deep within the mountains, where many people don't have access to basic necessities. The team had the chance to partner with the Mission Lazarus team to help build latrines for families in need.

GLOBAL GIVING

Many of our long-time ministry partners have been struggling through this season with the stalling of donations from a number of their donors. 2020 was a financial year of blessing for Betenbough Companies, and the board felt led to pass this blessing on to some of our ministry partners. They made the unanimous decision to gift \$200,000 (unrestricted funds) to seven of our long-time partners: Christian Ministries in Africa, SOS International, Narrow Gate Foundation, Vapor Ministries, Prepare International, MANNA Worldwide, and Mission Lazarus.

EMPLOYEE MATCHING

Every year, Betenbough Companies will match any employee donation made to a nonprofit that does not conflict with our purpose. Knowing that 2020 has been financially difficult for so many organizations both locally and around the world, the company decided to double match any donation made between Aug. 15 and the end of the year.

\$726,133
TOTAL GIVEN



THE MARKETING TEAM
POSES IN THEIR HALLOWEEN
COSTUMES.



REGINA SANDERS, RACHEL
INJUN, MARISOL SEEGER
AND RYAN WHITWORTH
PLAY A GAME
IN MIDLAND.



BRYAN BOX, GARY PARKMAN,
CODY TILSON AND RYAN HARRIS
GET READY FOR AN ACTIVITY AT
LUBBOCK WEST.

THE IMPORTANCE OF CONNECTIONS

As the connections team, we find lots of ways to accomplish our team goals through Jump Starts, wedding and baby showers, scripture signings, and Friday lunches. Our greatest joy, however, is watching lives transformed in front of our eyes or hearing stories about breakthrough and restored relationships. We provide the opportunities and then let the Holy Spirit do the work!

While 2020 brought about its unique trials, stories of tested faith, perseverance and breakthrough remind us that we can take heart because Jesus has overcome. Here are a few stories from across our regions exemplifying the Father's goodness:

There were many miracle babies in Midland this year. The reality of infertility and miscarriages can weigh heavy on our hearts as we walk with families who are hurting and longing for life. Aka and Rachel Injun had been crying out to the Lord for a miracle and received their answer to prayer in June of 2019. Then, in October, sweet Ariyah Nadine went soaring into Heaven as we all grieved and trusted God to heal our hearts. Beginning to seek the Father again for another miracle took much faith and courage for all of us. Our mourning was turned into dancing when the Injuns welcomed their sweet baby boy, Ezekiel Stone, on Nov. 13, 2020. Meghan and Kyle Johnson received the Father's heart of adoption after years of praying for a child. Within months of saying "yes," precious Houston was on his way with all funds completely

raised. A few more babies are still “on their way” and will make their entrance in 2021, but we recognize the answer to prayer was received in 2020.

The Odessa region began reading through “Power of a Praying Wife” and “Power of a Praying Husband” that resulted in two different employees feeling called to marry the person they were dating. These couples have expressed their excitement and overwhelming joy and freedom this has brought their relationships. They also have trade partners attending Jump Starts! Jump Starts have also impacted our Lubbock teams. One of our construction team members said, “When I talk about my family, I say they are a top priority, but my actions have shown different.” Another employee said, “The Lord really removed the planks from my eyes, and I saw it had been me this whole time that was standing in the way of a relationship. I had been asking God to change this person when it was me that needed changing.” These were both life changing revelations.

The Home Office looked for ways to love our first responders, healthcare workers, and other “help” agencies. We had multiple Jump Starts dedicated to creating encouraging posters for

hospital walls, writing notes of encouragement to nursing home facilities as well as CASA workers, and decorating grocery bags for Meals on Wheels. We received a letter back from CASA relaying their sincere gratitude for the notes of encouragement. It deeply touched some of their volunteers who were seeing the worst effects of Covid on families, especially children. We were also able to bring hope into devastating situation at Covenant Children’s Hospital. While we were in communication with the CEO there to deliver posters we had created, a young boy from Midland, who attended church with some of our connections coordinators, fell gravely ill and was brought to Lubbock for emergency care. He ended up passing away and it was truly devastating to the team of doctors and nurses caring for him. They didn’t know many details about the family, but because of our connection, we were able to relay that he was in a family full of faith and had a church community supporting them. The CEO responded, saying, “Knowing this makes all the difference for me. I will relay this to my staff as it has been very hard on them.”

Whether we have been on the giving end, or receiving end of this in 2020, our lives have been greatly impacted thanks to connection.



HOME OFFICE EMPLOYEES PRAY
DURING A JUMP START.



NOURISH: WOMEN'S RETREAT

Nov. 7, 2020 | Autumn Oaks Event Center, Wolfforth, Texas

The day included brunch, a speaker addressing the importance of emotional, spiritual and physical health, manicures, crafts, reflexology, and chair massages.

"I overheard Kaylah Barnes, leader support specialist for Betenbough Companies, say to the girls that no one sits by themselves, and I loved that. I was nervous about going to the event because I am still kind of new to the company and I don't know many people. But I never felt alone," said Brittany Mohr, Midland new home coordinator. "I was always included and laughing and having a blast with everyone. I walked away from the event feeling like a weight was lifted from my shoulders."

AMY KNOWLTON, TOP, AND ALYSSA MENDEZ, BOTTOM, PARTICIPATE IN ACTIVITIES DURING THE WOMEN'S RETREAT.

BANG! RIBS AT THE RANGE



THE GUYS PARTICIPATE IN THE TIMED SHOOTING CONTEST AT RIBS AT THE RANGE.

Oct. 9-10, 2020 | Rustic Range, Slaton, Texas

The weekend included excellent food, shooting competitions, skeet shooting, and blowing things up with Tannerite!

"I loved creating this opportunity outside of work for men to become friends," said Tannon Nauert, employee connections manager. "I've watched guys develop friendships who normally don't have as much time to connect and who are from different regions, but this event brings them together. It's a special thing!"



BAD DAYS + BIG BLESSINGS

JD the horse
WITH MEGAN GREGG

Most days start out in a typical way: you wake up, you get ready, you hopefully have time for some breakfast, you get yourself, and, if applicable, your family ready, and you head to work. But, there are some days where things are anything but typical.

And, when those atypical days happen, you realize what a blessing it is to work day in and day out with people who have your back. This was the case for Megan Gregg, a detail technician for Betenbough Homes in Odessa.

In late October, Megan started her morning by letting her manager, Odessa Detail Manager Ben Barton, know that she was going to be late because she had

to drop off her children at daycare. Normally Megan's mother takes the children when her husband is on duty at the fire station, but there was a conflict that morning.

"Ben has always been so accommodating when it comes to my kids, and he is never disgruntled and never makes me feel bad for having to take off or be late for them," Megan said. "He has never had a negative reaction period, and that in itself is huge to a mom!"

On this particular fall day, Megan had been at work for an hour when her sister-in-law called and said that Megan's horse, JD, had gotten out and fallen through the septic tank.

"My first thought was how on earth does a horse fall in a septic tank," she said. "I had no idea how bad it could be. Ben told me to go take care of it without any hesitation at all."

Megan headed back to the office to leave, and that is when she realized she had a flat tire. Her team rallied around her, offering up their personal vehicles. But, luckily, Megan's brother-in-law, Josh Conder, also works for Betenbough Homes in Odessa. He was able to help her get where she needed to be.

When they got to JD, they could see that the entire top to the septic tank had deteriorated to the point that when the horse walked on the ground where the tank was, it completely gave way underneath him. Megan said JD's head was the only part of him still above ground.

"I called Ben to fill him in and told him that I had no idea how I was going to lift the horse out," she said. "I was afraid that I was going

to have to put him down. I couldn't see any other options."

Ben called Roy Sanders, the area development manager, and asked if there was anything any of our trade partners could do to help Megan. Roy reached out to Brett Johnson from Brett Construction to see if he was able to help.

"Honest to God, they drove a backhoe from Ratliff Ridge to my house to try and help us lift my horse out of the septic tank," Megan said. "I could not believe that so many people were stopping everything they were doing to try and help me—someone they don't even know—save my horse. They didn't hesitate to help me and asked for nothing in return."

Unfortunately, JD passed away from his injuries and trauma before they were able to get there. But, when help did arrive, they got JD out, dug a hole, and buried him at the back of Megan's property.

"They were so kind and compassionate," Megan said.

When she got back to the office, Ben helped her get enough air in her flat tire to drive safely and let her go get it repaired.

"I am almost speechless at the generosity and kindness of all these people going out of their way to help me," she said. "God takes care of every problem, and He provides every solution. I am so grateful that He put all these people in my path on this day. Betenbough Homes and everyone associated are a huge blessing to me and my family."

IMPACT AWARD WINNERS

Impact Awards are given to employees who display our core values of unity, growth, excellence and generous stewardship in their daily lives. You can learn more about each of the 2020 Impact Award winners by scanning the QR codes. Congratulations to each of our winners!

SPRING 2020



April Family Meeting 2020

Unity

ZACH CANO

Builder

Midland



April Family Meeting 2020

Excellence

MEGHAN JOHNSON

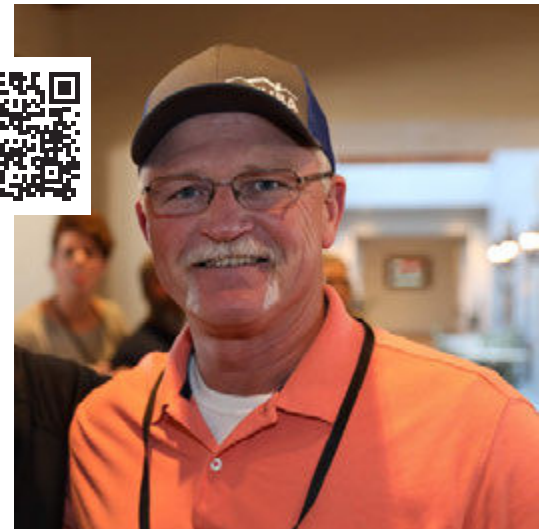
Connections Coordinator

Midland

continued
SPRING 2020



April Family Meeting 2020
Excellence
ALYSSA MENDEZ
Event Services Manager
Home Office



April Family Meeting 2020
Unity
ROY SANDERS
Area Development Manager
Midland



August Family Meeting 2020
Generous Stewardship
KAYLAH BARNES
Event Specialist



August Family Meeting 2020
Generous Stewardship
OBADIAH BARNES
Builder
Lubbock South

SUMMER
2020

continued
**SUMMER
2020**



August Family Meeting 2020
Excellence
JARED CLEMMER
Business Coordinator
Home Office



August Family Meeting 2020
Excellence
DONAVON EARL
New Home Specialist
Odessa



November Family Meeting 2020
Generous Stewardship
CHASE MCNUTT
Former General Manager
Multi-Family



November Family Meeting 2020
Generous Stewardship
JUSTIN BOREN
Facilities Maintenance Manager
Home Office

FALL 2020

WINTER 2021



January 2021
Excellence
SHANE SKEENS
IT Support Manager
Home Office



January 2021
Unity
BEN BARTON
Detail Manager
Odessa



January 2021
Generous Stewardship
SHAWN PEACHER
Farmer
Alcove Farms



DOMINIC RIVERA, TANNON NAUERT, JONATHAN RAITZ, MACLAINE SHULTS MAUNEY AND ABE FUENTEZ SMILE FOR THE CAMERA AT A CONNECTIONS EVENT.

Dominic Rivera joined the architecture production team in April of 2019 to serve as an architecture technician. Robbie Moon, architecture production manager for Betenbough Homes, needed someone on his team who could operate with a sense of urgency and accuracy and work hard to make things happen. Dominic was that person. What Dominic or Robbie didn't plan was everything else that the Lord would orchestrate between them - a brotherly relationship that would be a part of the story of how God would soon change the trajectory of Dominic's career and belief.

As Robbie led Dominic during his time at Betenbough Homes, he uncovered that Dominic didn't have a passion for architecture and that he simply thought it was what made his parents happy. Dominic's true passion was to become a police officer, but he wasn't sure how his family would react. Robbie gave Dominic

the courage to follow that dream and share it with his family. In that moment, Robbie cared for and loved Dominic more than the work and more than the job.

That wasn't the only thing Robbie walked through with Dominic though. In his time here, Dominic also shared that his beliefs weren't quite the same as much of the company. He wasn't a believer in Christ, which is not a requirement to work at Betenbough Companies, although leaders here seek to reveal God's Kingdom through our work in the marketplace. Robbie hired Dominic for the unique gifts that he saw that God especially gave him, and while he prayed that he would one day see and believe, he did exactly what our Savior calls us to do - show His love first and foremost. Robbie's love for Dominic was not conditional; it was not an effort just to convert him - it was a genuine and direct reflection of Christ's love for all of us.



IMPACT BEYOND THE WALLS OF BETENBOUGH HOMES

*"...that even in the marketplace,
sharing our faith can make an impact
beyond these walls."*

ROBBIE MOON AND EDIE GUESS
WORK AT THE FRONT DESK TOGETHER.

At the end of October 2019 Dominic left our company to move back home to Albuquerque to work for the Albuquerque Police Department. After his move, Dominic shared with Robbie that he gave his life to Christ.

"It feels good - I feel like a weight has been lifted from me and like I walk lighter," Dominic shared.

While Robbie and this company had a role to play in Dominic's story of faith, God's plan was not for this to be the place where he received salvation. We simply praise God for the impact Dominic will have on his family, friends, new co-workers, and the citizens that he will come in contact with every day as a police officer.

Robbie painted a perfect picture of Dominic's incredible story through a quote from one of his favorite books inspired by the life of Joseph, *Detours* by Pastor Tony Evans: "When we suffer, it's

always for somebody's saving-that issue is always hanging in the balance. It's not all about me; it's all about Jesus becoming known in this broken world. Just like Joseph, whatever our suffering, God is always positioning us for someone's salvation."

Robbie goes on to explain, "The suffering is the detours that we have throughout our life. The detours are hard to make sense of because we try and apply human understanding to an event filled with eternal implications. All of us are here because of the detours in our lives, and each path has eternal significance."

Dominic's story is a beautiful example of what we believe at Betenbough Companies - that even in the marketplace, sharing our faith can make an impact beyond these walls, but that our role is sometimes to be part of the journey in whatever big or small way and let God do the rest.

ACTS OF LOVE: BREATHING ROOM

At Betenbough Companies, it is our joy to take care of one another. The Acts of Love initiative is designed for employees to help other employees. Simply put, it's solely funded by employees to assist one another during a time of need.

Jimmy Rodriguez, Odessa detail technician, recently benefited from Acts of Love. Jimmy's wife, Ashley, has a medical condition that requires her to have oxygen. She's used to lugging around a metal oxygen tank, which has been a burden in her day-to-day life as well as prevented her from being able to travel.

When Jimmy and Ashley found out about another oxygen option that is FAA approved, lighter, and battery-charged, this seemed like an amazing solution! Jimmy and Ashley were so hopeful for this new oxygen machine,

but unfortunately insurance would not cover it. The cost of the machine was roughly \$3,000, and with other medical expenses, this expense was not feasible.

Jimmy learned about Acts of Love from Area Connections Manager David Morgan and submitted a form for consideration. Shortly after, Kaylah Barnes, Betenbough Companies' leader support specialist and a member of the Acts of Love committee, helped Jimmy with the process.

"Acts of Love, they really helped out," Jimmy said. "For one, that's money that we didn't have that we were able to use toward her machine and it relieved the pressure of trying to come up with such a large amount of money."



Jimmy and Ashley still have a long journey ahead of them, but the new oxygen machine will make the journey leaps and bounds easier on the Rodriguez family. Jimmy expressed just how thankful he is for everyone who played a part in making this dream a reality.

"You don't find that at just any company," he said. "You don't really see that a whole lot. Fellow employees, just getting together and helping out. It's just kind of unbelievable. God is good, and He's with us here at Betenbough."

If you want to contribute to the fund or you are in need of an act of love yourself, email actsoflove@betenbough.com. Applications are reviewed by a committee of five employees. Not only can you send in a personal application, but you also have the opportunity to nominate a fellow employee you think would benefit from this initiative.



ASHLEY AND JIMMY RODRIGUEZ

AMOUNT GIVEN BY EMPLOYEES TO THE FUND: **\$7,625**

NUMBER OF EMPLOYEES WHO HAVE BENEFITED FROM THE FUND: **3**

AMOUNT GIVEN TO EMPLOYEES DURING A TIME OF NEED: **\$6,000**

What a blessing!

A TRIBUTE

to our Ron Betenbough + Holly Betenbough

Near the end of 2020, both Ron Betenbough and Holly Betenbough announced their seasons would be ending at Betenbough Companies. After years of leadership, mentoring and service, these two visionaries are moving on to chase new dreams. Knowing that Dec. 31, 2020 would mark the end of their tenure with the company, we asked several people to share about the impact Ron and Holly have made to the company and to the Lubbock community. We love you, Ron and Holly, and while we will miss you greatly, we celebrate your new adventures with you!



HOLLY BETENBOUGH

**LOVING OTHERS LIKE JESUS DID:
A TRIBUTE TO HOLLY BETENBOUGH**



holly

Holly is the Secret Sauce...

Last August, Holly and I celebrated our 31st wedding anniversary. Can you believe she has put up with me that long?! The Lord sent her to me as my life partner and turns out that included our work together. What a blessing it has been to lead this marketplace ministry alongside her. In fact, she brought the love and care that made it a ministry.

In 1992, as Dad and I organized this new business called Betenbough Quality Homes, Holly had her own career leading South Plains Childcare Community Services, which helped local childcare operators get resources. Holly had graduated from Texas Tech University with

a degree in family studies, and she had her dream job. She was helping Dad and me on the side by decorating our model homes and our annual parade homes.

In 1998, we became an ESOP and began giving our “first fruits” to ministries as Dad and I had agreed to do back in 1992 when we started the company. Dad said, “If we have some success, could we honor God in this new business?” We DID have some success, and we were actively looking for ministries around the world – or rather, Holly was doing that! We gave away around \$350,000 that first year. By 2004, this had become a full-time role in the company for Holly and, in fact, Holly had hired someone to help her—Tiffany Berry. Holly left her family studies career to join Betenbough Quality Homes as our ministry director. Over the next 10 years, Holly and Tiffany worked with more than 1,000 different ministries all over the world.

As we all know, Holly deeply loves and “sees” everyone—with no exceptions. She loves to say, “they are all children of God—even if they don’t know it.” After an encounter with her, they DO know it. She brought love, unapologetically, into our work and invited us all to join in. And for those who don’t do that as naturally, she invited us to “ask God to break our heart for the people we lead.”



RICK AND HOLLY BETENBOUGH PARTICIPATE IN A VALENTINE'S DAY GAME.

I always say that LOVE is our secret sauce around here, and I think it is safe to say Holly has always been the chef who cooks it up the best!

And now these three remain: faith, hope and love. But the greatest of these is love. Holly loves exceptionally. She would say that God wants us all to love like He has shown her.

This is how I have seen Holly activate God's love for others in her life:

See everyone as God sees them – his beloved children.

Genesis 1:27, Psalm 139:14

Touch everyone with God's love -- Holly hugs are famous.

Matthew 8:1-3

Hear everyone and their story with God's ear.

Luke 8:40-48

Ask God what He wants you to say and do.

Ephesians 6:18

Speak God's truth and love over everyone!

Ephesians 4:29

RICK BETENBOUGH
CEO
BETENBOUGH COMPANIES



TIFFANY BERRY AND HOLLY
BETENBOUGH POSED FOR A
PHOTO TOGETHER.

The day I met Holly was one of those milestone days you have in life. I will never forget it. I remember

everything about our encounter, but mostly, I remember how I felt. There was a sense of peace, joy, and encouragement. It was so unique. I left feeling “seen,” almost like being seen by the Lord himself.

As the years have gone by, that feeling became a deep friendship. I remember at times even wishing that I could have just SOME of the qualities of what she had. But Holly gave me courage to be who God created ME to be. She drew out the parts that the Lord has placed in me by encouraging those things to flourish.

I have quite a few favorite memories and things I love about her ingrained in my heart... too many to count.

I love her faith outlook. When my faith is struggling or my hope is diminished, she will guide me back to the Father’s feet. She does

this in such a tender way. With a hug or a prayer or intently listening. WOW! And all of the sudden I am there...back with the Father.

I know this is silly, but I love her blue gum. She loves gum. But not just because it is delicious. It’s because she knows that she will encounter people everywhere she goes and she wants her breath as fresh as her spirit! And it is just that! Every time I see blue gum in the prayer room at Kingdom At Work events, I think of her. Thinking of those little details and ways to love people. That’s her loving people in the details.

The privilege to have walked and learned from Holly is one of the greatest joys and pleasures of my life. Love you so much, Holly! Thank you for your mentorship, your friendship, and your example in my life.

Tiffany Berry

TIFFANY BERRY
FORMER DIRECTOR OF
CULTURAL ENGAGEMENT


In March of 2004, I arrived at Betenbough Homes for a job interview.

Thankfully, I was hired for the position and received the unexpected bonus of meeting Holly Betenbough... friend, sister, fox hole buddy and all around "pure joy." I never dreamed of the delightful and impactful adventures to come.

Through the years, we have laughed often, tenderly cried at times, and shared many risks and challenges. We have worked together in building homes, teams, relationships, ministry and special events, all with heartfelt and rewarding results. Holly's leadership and commitment for Betenbough Homes and the Kingdom beyond have been, and will continue to be, "not of this world" but "heavenly." All that Holly does, in word or deed, is in the name of the Lord Jesus. Colossians 3:17

As seasons come and evolve to the next, life for Holly will only become richer. Her tool box is always equipped, her heart is always open, her spirit is always willingly Kingdom aligned, without a doubt, great things are in store for her. Holly, I am so excited for you to experience the blessings that are surely in store for you in the days to come. Prepare to receive!

With love and devotion, I rejoice in the gift of Holly and remain in awe of her, always!



MARGARET TRANTHAM
HOSPITALITY MANAGER
2004-2014





HOLLY BETENBOUGH AND MARGARET TRANTHAM POSE TOGETHER AT AN ALL-COMPANY EVENT.



CASEY BREWER SNAPS A SELFIE
WITH HOLLY BETENBOUGH AND HIS
DAUGHTER ELLY.



When I think about the impact Holly Betenbough has made on our company through the years, one word keeps coming to mind: immeasurable.

There is simply no way to measure the impact of someone so humble and kind, yet so powerful!

Anyone who has at least met her or interacted with her on a limited basis has clearly felt the tangible love she expresses to each person individually. She has the unique ability to make each person feel like he or she is the most important person in the world in that moment. However, it's the behind-the-scenes, immeasurable view of Holly that I've been privileged to witness on countless occasions over the last 15 years.

Examples:

• In January of 2019, she asked my wife and me for permission to mentor our then-16-year-old daughter. Without hesitation, we

said yes, but would have never expected Holly to faithfully pursue and meet with our daughter on a weekly basis for almost two years! In the midst of an already-busy schedule, her desire to mentor our daughter demonstrated her selflessness and humility.

• Without providing too many specifics, another one of the best examples of Holly's impact was the bold leadership and wisdom she demonstrated during one of the most difficult situations our team faced. She stepped up with confidence and clarity, and being completely led by the Holy Spirit, she led our whole team! Without her, a difficult situation would have likely become a long, drawn out, painful one. She provided immeasurable love in a powerful way, and it literally transformed our team.

Thank you, Holly, for being you. And thank you for the immeasurable difference you have made to so many people.

CASEY BREWER
EMPLOYEE SUPPORT DIRECTOR
BETENBOUGH COMPANIES

Holly Betenbough is flat-out the closest thing to Jesus I've ever experienced in my life – and I've heard others say that same thing!

I love watching people encounter Holly for the first time. Often you can see it throw them a little off-balance because they've never met someone like her. But after walking closely with Holly for 15 years and seeing the real her behind the scenes – from the Holly in an intense board meeting discussing really tough topics to the Holly with no makeup on that is sleep-deprived in a foreign country – I can confirm that is truly who she is. A lot of what makes Holly special is impossible to put in words, but I'll attempt to describe a few of my favorite attributes of hers.

When you are talking to Holly, you're the most important thing in the whole world. When she asks you how you are doing, she has a way of looking

WHEN YOU TALK TO HOLLY, YOU'RE THE MOST IMPORTANT THING IN THE WHOLE WORLD.

at you that says, "I really want to know. Tell me all of it." She might

have a hundred other things pulling at her attention, but she can just lock into a conversation with someone, look them in the eye, and soak in every word. Holly has mastered the art of being present with whoever is in front of her, and I have to think my Jesus was the same way when he walked around Israel.

One of my favorite things is to watch children around Holly. Even if they've never met her, or don't have a clue who she is, they are supernaturally attracted to her – like magnets! They want her to hold them, and they feel safe in her arms. And honestly, that isn't just kids! We lovingly refer to "Holly hugs" because we feel the same thing even as adults. Even people who "aren't huggers" can't resist Holly!

Holly is incredibly humble but something I feel like many people don't see about Holly is her immense strength. She has a quiet strength that is undeniable for those who know her well. She is someone you can trust and put your full weight on. I've also seen her walk courageously into situations that even the strongest



KERRY RITCHIE, RICK BETENBOUGH, HOLLY BETENBOUGH AND CAL ZANT LISTEN DURING A KINGDOM AT WORK WORKSHOP.

leaders among us would shy away from. The Lord knows He can use her for special-ops level assignments. She is willing to do the hard things to make things right, to seek justice, to reconcile, to create true peace.

I also have to say that Holly's spiritual discernment and desire for the Lord's leading is extraordinary. I wish everyone could hear some of the conversations I've been blessed to be part of and learn from her wisdom and see through her spiritual eyes. She fully expects that the Lord has something, and while she might be surprised by what that is, hearing from the Lord is her heart's desire. Often we remember to pray about big things, or we might open and close a meeting in prayer, but it's a lifestyle for Holly.

Finally, Holly is extremely wise. She helped build much of the foundation of our relational leadership style – much more than she gets credit for. She is also such a great counterbalance to Rick. I've heard them speak together so many times, and I'm always struck by how well they complement each other. I've heard it said, "Behind every great man is a great woman," and that couldn't be more true about Rick and Holly. I've even had people ask anxiously if they were going to "get to hear from Holly." With Holly, it's not just what she says as much as what you experience as she says it. As I said right from the start, I feel like Holly allows Jesus to shine through her in a clearer way than anyone I've ever met, so I'd simply describe it as an encounter with Jesus.

CAL ZANT
PRESIDENT
BETENBOUGH HOMES



ALLISON SMITH AND HOLLY BETENBOUGH
TAKE A MOMENT TOGETHER DURING AN
EVENT.

How does one adequately communicate the impact Holly Betenbough has made in this company? It's impossible, but I'll try my best.

Holly is the best momma, grandmomma, sister, friend, mentor, advocate and co-worker anyone could ever ask for. Bottom line, she has her Father's heart and when you are with her, you experience His love. She began working full time for the company back in 2004. Initially, her primary role focused on loving our community by helping steward the company's giving into local non-profits through community grants.

In 2006, the Lord prompted Holly to turn her gaze toward the people "inside" the company, not just the local community. During this season, the Ministry Team, now known as the Connections Team, was born.

From this point forward, Holly modeled, within our company, what it meant to love people with intentionality and celebrate all things family. Whether hosting a wedding or baby shower in the office, visiting an employee in the hospital, or grieving alongside someone experiencing loss, Holly made room in her day to express God's heart. If love is our greatest weapon, Holly possesses an arsenal.

Anytime you stopped by her office or ran into her in passing, she would make space for you. First, you'd get a "Holly hug"



HOLLY BETENBOUGH GREETSS
SOMEONE WITH HER
TRADEMARK SMILE.

(a resource as plentiful as coffee, around the office), then you'd receive her full attention – caring eyes peering deeply into your soul. She displayed this love (and disciplined her team) in ways that will forever impact the legacy of this company.

In the fall of 2017, she invited a group of ladies who have been intercessors in our city for years to come and pray over our building. These ladies are lovingly called the Light Bearers. Holly immediately folded into this power-packed group of women who span five decades. Over the past three years, this group has met weekly, not only to pray for our company, but for our community and nation. Holly has remained faithful in the "little things," so the Father is entrusting her with much. She has invested deeply into the people God has placed in front of her and now He is expanding her borders.

Here are some thoughts the Light Bearers wanted to share about Holly: "Holly Betenbough is the essence of kindness, consideration and servanthood. Effortless is a word I'd use for her ways of servanthood. Tender and seamless is Holly's movement as she highlights YOU as the most important person in her world at that moment." Johanna Waterhouse

"Holly carries the greatest faith for others. When situations look dim, she brings the spark that turns even the darkest night into the light. She carries upon herself the burdens of those around her, yet she always shines forth in God's glory!" Terese Holloway

"I started asking the Lord about one thing I could share because I didn't want to use the regular (but accurate and beautiful) words that we all use over and over concerning her. He reminded me of a scripture that applies to her, and when He did, I knew it was wonderfully true.

In John 1:47, Jesus sees a man named Nathanael approaching Him; He looks at Nathanael and makes this statement, "Behold an Israelite indeed, in whom there is no guile!" One of the original meanings of guile is a "decoy," meaning to trick someone by appearing real but not being authentic. And that very characteristic of an authentic heart is what endears Holly to us, what delights us about her, and what makes us want to follow in her footsteps!

Recently we had some one-on-one time, and I watched her enraptured face and listened to her talk about her granddaughters and nieces and nephews. The words spilled out with



THE LIGHT BEARERS POSE
FOR A GROUP SHOT.

laughter and delight, and I realized how she so relished the moments that she was not just remembering them but re-living them and including me.

And that is her gift. Her gift to all of us. Holly pulls us in close to her heart when she is sharing, and she moves so very close, right up into our very hearts when we are sharing with her.

May we all learn from her." Linda Motlong

Thank you, Holly. Thank you for living out one of your favorite verses...

"Don't just pretend to love others. Really love them. Hate what is wrong. Hold tightly to what is good. Love each other with genuine affection and take delight in honoring each other" (Romans 12:9-10).

You have loved us with a genuine, faith-filled love that can only come from Jesus. The seeds you have sown are bearing much fruit. We are all better people because of the example you have set, and the legacy you leave behind glorifies your Father in Heaven.

Allison Smith

ALLISON SMITH
EMPLOYEE CONNECTIONS MANAGER
BETENBOUGH COMPANIES





RON BETENBOUGH



LEAVING BEHIND A LASTING LEGACY: A TRIBUTE TO RON BETENBOUGH

I have so many memories that involve Ron Betenbough. His family lived two blocks from my parents' home in the small town of Tatum, N.M., and we attended school together in two old, recycled

barracks buildings. When we were young, my dad put up a basketball hoop on the back of our garage to play, but I did not have a basketball. Ron would let me borrow his, but I wanted to keep it! So began our first "rocky friendship" issue. He has not forgiven me to this day!

Ron went to the University of New Mexico in Albuquerque and I went to Texas Tech in Lubbock. Ron eventually left UNM and moved to Lubbock, where he rented an apartment. He went to Dawns Business College and taught typing. I was working on a construction crew, framing houses. Meanwhile, we both married and started our families. One day, I approached Ron with the suggestion that we build a house together to sell. Ron said his parents had bought an insurance policy and he could "cash it in" so we could build the house. That house is on 55th Street in Lubbock, and it was the beginning of a great story... Betenbough Homes!

I have many fond memories of Ron, but one that really stands out is when Ron flew me in his airplane to my family reunion. When he was going to college in Albuquerque, he got his pilot's license and bought a plane. When he learned that I didn't have time to drive to the reunion, he got me there himself. That was the last time I saw many of my family members.

Thank you, Ronald T. Betenbough, for a lifetime of friendship. Love you, Bro!

- *Leon Ham*

LEON HAM
CHILDHOOD FRIEND AND
BUSINESS PARTNER

Where to start when honoring Ron Betenbough?!

I first met Ron in 1973 when I bought a one-acre tract of land from him for a future motorcycle dealership building WAY out on the west side of town, at West 50th and Loop 289. Ron was an absolute gentleman to deal with.

Betenbough Home has done amazing things for the Lubbock community. Ron has been honored numerous times for his charitable efforts and for his service as city champion for Lubbock Lemonade Day.

One of his greatest successes was his work with the City of Lubbock on the Milwaukee Project, a combined public-private partnership made up of the city and the four or five developers that owned all of the Milwaukee right of way from 43rd Street to 98th Street. That project has added over ONE BILLION DOLLARS worth of tax base to both the City of Lubbock and the Frenship ISD, creating room for housing, businesses, schools, apartments, and offices. Frenship ISD frequently refers to it as the "Milwaukee Miracle." At a Frenship Business Partners meeting many years ago, when Ron was introduced, his comment was "I'm just trying to fill up the district!" Considering that Frenship ISD is



RICK AND RON BETENBOUGH WORK ON A DEAL IN THE EARLY DAYS.

one of the fastest growing school districts in the state, you might could say he is doing that.

Ron is a longtime member of the Lubbock Lions Club and probably their top ticket seller ever! Ron always calls his friends and business associates and "gives us the opportunity" to buy tickets every year for the long-running annual Pancake Festival. And not just 10 or 20, but 100 or 200, maybe even 300 if he thinks you had a pretty good year! His caveat is that you are to pass the tickets out to friends and associates who are less fortunate so he's helping both the Lions' Club and his

community. We all do it year after year because of our respect for Ron Betenbough.

So, while I hate to hear Ron is retiring, he has worked tirelessly for many years to build Betenbough Homes into an ongoing MACHINE that can carry on without him. He has figured out how to build a quality home by using modern, creative building techniques that ensure his customers get a very well-built home for thousands less. Ron, enjoy your retirement. You have truly earned it!!



GEORGE MCMAHAN
LONGTIME LUBBOCK BUSINESSMAN



50+

years of service

Lions International is the largest service organization in the world with over 1.4 million global members. Ron Betenbough joined Lions International via membership in Lubbock Lions Club in 1969.

Immediately becoming an active asset to the club and advancing quickly through our ranks, Ron became president of the Lubbock Lions Club in 1978-79.

Ron continued his leadership in the Lions organization by devoting time to the other clubs in our 22- county area known as District 2T2 of Texas. Ron served as the district governor of our district in 1981-82. He travelled the regional roadways, visiting every one of his 68 clubs during his year as governor. At this point in his Lions career, Ron became Past District Governor (PDG). His title reflects the highest service level in the organization.

Continuing his 50-year service career

in Lions, PDG Ron continues to work for our club. He has initiated dozens of new members into our club as their sponsor. He holds a Master Key for his recruiting efforts. He has also been recognized with an International Presidents Award and a Texas Lions Fellowship. He holds a progressive Melvin Jones Fellowship from Lions Clubs International and is a recipient of the Weston Pettey Visionary Partner Award.

Ron, as most of you know, is a salesman! He has routinely led our club in Pancake Festival ticket sales, setting an example for all to pursue. It is not unusual for Ron to sell 2,000+ tickets a year. Ron is a 50-year member and an Honorary Life Member of the Lubbock Lions Club. Life membership has been granted to only six members in the Lubbock Lions Club.

Many great men have led this fine club, and PDG Ron Betenbough is among the most influential and committed. His leadership and the partnership of his homebuilding company with our club continue to make a lasting impact.



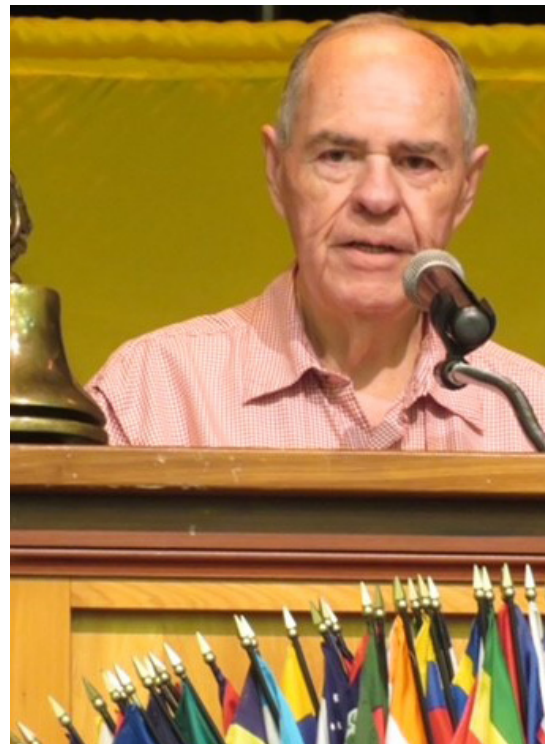
RON BETENBOUGH WAS LUBBOCK LIONS CLUB PRESIDENT FROM 1978-1979.

Thanks to PDG Ron, Betenbough Homes has always been there to partner with our Pancake Festival and other events when asked. We can always count on Ron.

The Lions treasure his classic "Ron B." humor and constant clever wit.

He is our favorite home builder and one of the most important members ever to grace our rolls. We love you and honor you PDG Ron. Happy Retirement. Throw Rick the keys!!

TIM SAMPSON
PAST LIONS CLUB PRESIDENT
2015-2016



RON BETENBOUGH SPEAKS AT A LIONS CLUB MEETING.

**When I think of Ron,
a couple of things
immediately come to
mind...**

Over the years Ron has led by example on how to be generous in all areas of life. One example was when I first started and was selling homes, Ron was very generous with his time. He ALWAYS made time to invest in me, not just in selling homes but all of me. He was always encouraging me to be confident and believe I was capable and competent. He taught me that it was about people first and modeled this in many ways. One specific example that stands out is a time when I had a few families in the model home and called Ron for support. He quickly arrived to help. When he came in the model home he immediately introduced himself to one of the families, and, after spending a few minutes with that family, he then introduced himself to the other couple in the model. After he spent a few minutes with that couple he then proceeded, without hesitation, to introduce each family to each other by name. If I remember correctly, there were six members in the family and the couple, so eight names to remember! Why was this so impactful? I realized in that moment how important it is to call people by their name. We need and desire for people to care enough that they know us by our name. To see these two families light up as he introduced them has made a lasting impact on me and on how I view and value the people around me.

As I was starting my career at

Betenbough Homes in sales, I was originally a 1099 employee, which meant I was responsible for paying income tax based on quarterly earnings. I had no idea how this worked, coming from a 40-hour-a-week, pay every Friday job where they withheld all appropriate taxes on my behalf. At the end of my first year, while trying to prepare my taxes, I realized I failed to pay quarterly. Now, not only did I owe the quarterly tax, I also owed a penalty for not paying it quarterly! At this time I was living paycheck to paycheck, and I had no extra income to cover this amount. Ron unselfishly loaned me the money to pay the IRS, no questions asked. Although I was able to pay back the debt, Ron did not require a loan contract for the debt. He just did what he believed to be right. Through this experience I learned that everything is from the Lord and belongs to Him and we should freely give what is His. This is what Ron did in that moment—a moment I have never forgotten. Ron gave freely from his personal finances, but he also gave of his time, knowledge and love. This is just the kind of person he is.

Thank you, Ron, for these two valuable lessons and the hundreds more you have taught not only me, but many in this place. Your legacy of generosity will live on!



KERRY RITCHIE
EXECUTIVE DIRECTOR
AND BOARD MEMBER
BETENBOUGH COMPANIES



RON BETENBOUGH AND
KERRY RITCHIE AT A
BETENBOUGH COMPANIES
BOARD MEETING.



RON BETENBOUGH AND CAL ZANT PRAY AT A SCRIPTURE SIGNING EVENT.

When I think of Ron, I feel a wave of emotion more than words.

There is a lot to this man! Maybe I should start with the obvious - Ron Betenbough is a brilliant entrepreneur and one of the sharpest business people I've ever met. He is a creative deal maker who sees opportunity in places others overlook or can't seem to pull off. But, Ron has so many other admirable qualities and has had such a deep impact on so many people that they rarely even mention the business part! That fact alone tells you how much there is to Ron Betenbough.

Ron is flat-out the most generous person I've ever met in my life – or even heard of. While Ron is the most giving person I've ever met, that is only part of what I mean by generosity. Ron truly wants the best thing for everyone. I feel like Ron's

business experience taught him that we don't have to all fight over the chips on the table during a business negotiation. We can not only cooperate but enjoy doing business together and find a way for everyone involved to be successful.

Ron also embodies joy. One of the things I love about Ron is he has a joke for every occasion – literally. He told me he has a database of jokes classified in all kinds of ways, and his mind can pull those jokes on demand. Ron is also extremely witty and with just a few quick words can have you laughing out loud. If you don't leave an interaction with Ron smiling, it's your own fault! Even in the tough moments of business, Ron can still bring a smile and an easy approach to the situation that can break the tension and bring peace to everyone in the room.

Finally, any description of Ron would



RON BETENBOUGH AND CAL ZANT POSE AT AN ALL-COMPANY EVENT.

be found lacking if it didn't also include how caring he is. I've gone to lunch with Ron countless times, and Ron stops at virtually every table in the restaurant to greet someone who waved at him. I remember some people would start with, "You probably don't remember me, but you sold me a home almost 20 years ago." Ron always remembered their name! Often he not only remembered their name but the names of their kids and exactly what was going on in their lives in that season. One time he even remembered the name of their dog! I asked Ron once if he had any tricks to remembering people's names because I'd never seen anyone with that ability. But, you know what it was? People are important to Ron, and he really cares about them – so he remembers their name.

Ron Betenbough has a deep, in-the-bones desire to help people. He is never too busy. When you're with him, he makes you feel like the most important person in the room. That's because you are important to him. It's authentic. I feel like that describes Ron Betenbough! I can personally attest that Ron has been one of the most influential people in my life and his impact on my family can't be overstated, and I know that is the story of countless others, too.

CAL ZANT
PRESIDENT
BETENBOUGH HOMES

Hearing the name Ron Betenbough instantly puts a smile on my face and my heart floods with happiness. I definitely get the “warm fuzzies” when I think of him!

MISTY POLLARD, RON BETENBOUGH AND CHELSEY BETENBOUGH SMILE FOR THE CAMERA AFTER SPENDING TIME TOGETHER.



When I first met Ron, I thought, “Wow, here’s the man who created this legacy.” I had great respect for him—and, of course, I still do today! Hard work and perseverance on his part made this business a huge success. It did not take long for me to see that he is a dedicated family man and that family and relationships are a priority to him. One day, he invited me to dinner with him and his “sweet pea” Chelsey. At first I was nervous and wondered why this important businessman would want to have dinner with me— just an employee. I quickly learned that Ron treats everyone like family. It was apparent how smart, funny and caring he is, and I fell in love with his family as he made me feel valued. Over the years he was thoughtful and kind enough to open up his home to me for the holidays, and I finally didn’t feel so alone.

Ron has also provided me guidance with all things financial. When I put my house on the market, he basically held my hand and told me everything I needed to do. I was nervous, but he was bold and confident with suggestions. I’m glad I listened to him— my house sold in three days! This man is a genius!

Ron is my mentor, a father figure, and my friend. He has a special place in my heart and is a man of integrity, and I have the utmost respect for him. I always look forward to spending time swapping funny stories and discussing our fur babies. I’m so grateful that our paths crossed, and I cherish his friendship.

Misty Pollard

MISTY POLLARD
GRAPHIC DESIGNER
BETENBOUGH COMPANIES

The profound impact that Ron has had on my life could never be measured in mere words, because it's far too great.



JEANNA ROACH PRESENTS RON BETENBOUGH WITH THE LEGACY AWARD AT SALES BANQUET.

His love and care for me was felt at our first encounter more than 14 years ago, and it is one I reflect on often and seek to model now. A warm smile, a comforting hug, and an encouraging word greeted me that first day at Betenbough Homes in 2006. When I think of Ron and how welcoming and how comforting he has been to me and so many others, I cannot help but think about Jesus. Ron sees people not for what they can do for him but for how God sees them. He has an innate ability to instantly speak words that bring life to people and make them feel so special. Ron's belief in my abilities (he quoted my writing sample that I submitted for a job simulation the first time I met him!), excitement about my addition to the team, and his joy in my successes have stayed with me all these years.

Ron and I really connected through our love of people. While some might view networking as torturous, Ron and I thrive on such events and over the years I have had the honor to attend dozens of luncheons and dinners with him as well as serve alongside him in such worthy endeavors as Lemonade Day - an event focused on teaching young kids about entrepreneurship, something near and dear to Ron's heart. Every interaction with Ron included smiles and laughter - no matter



JEANNA ROACH AND RON BETENBOUGH POSE TOGETHER AT A MARKETING EVENT.

the age or industry - and being called by your first name. (Ron never forgot a name!) Ron beautifully managed to leave everyone and every room better than he found it, because relationships are important to him. Above all else, Ron seeks to connect with others and to share Christ's love with them. I didn't know what that was in the beginning, but it changed my life forever.

Ron, after losing my dad two years prior to arriving at Betenbough Homes and having a strained relationship with him for the last 10 years of his life, your love and support has lifted me up in ways I could never have asked for or expected. From your unconditional love for me, Andrew, and now our children, to your cheerful giving spirit, you have been Jesus to us, and we promise to never forget how you reflected God's love to us so that we can do the same for others.

To say you are an inspiration would be too simply state as that has been said about many people over the years. You are not like other people, Ron. You are love embodied in a person. Thank you for being a second dad to me, thank you for helping when it wasn't your responsibility, and thank you for showing me what truth and grace can look like. You are a legend, and we will tell your stories and jokes forever!

To love the work you do and to genuinely love the people you are doing it with is a gift of a lifetime, and I treasure our work together, Ron. Time has flown so quickly, but I have stored up so many precious memories and words of wisdom from you. Cheers to this new season! May God use you more powerfully now than ever.

Jeanna Roach

JEANNA ROACH
MARKETING DIRECTOR
BETENBOUGH COMPANIES

"Patriarch" – this is the word that comes to mind when I think of Ron Betenbough.

The New Testament word is patriarches, which means "founder of a tribe; progenitor – a person or thing from which something is descended or originates." Much like Abraham's story in Genesis, Ron's "yes" to God many years ago birthed the reality of the vision of God's heart that continues to unfold before us. The "entity" which has come to be formally known as Betenbough Companies is spiritually, and eternally, so much more than the natural, or "legal," name can begin to describe, explain or represent. Indeed, God has effectively "founded a tribe" and caused a great blessing to "descend" through Ron. By virtue of the



RON AND RICK BETENBOUGH

fact you are reading these words, you can give testimony to this reality. You are a recipient of, and participant in, the blessing God has released in the earth – the one of revealing and expressing His glory, love and purposes in the marketplace – and it all started with a heart that was willing to give up its own plans and seek to do it God’s way – Ron’s heart.

Another truth that comes to mind when I think of Ron is that, in King James terms, he is a man of “no guile,” – there is “nothing false” in him. In other words, Ron is exactly what he appears to be – genuine. He reminds me of what Christ observed about Nathanael as recorded by John, “Yeshua saw Natan’el coming toward him and remarked about him, ‘Here’s a true son of Isra’el – nothing false in him!’” (John 1:47 CJB). To this day, Ron regards himself as nothing other than a simple shepherd boy from Tatum, N.M., who has been loved, sought after, saved, raised up and blessed by Christ, Himself. He knows that everything good in him, and every blessing in his life, is a direct gift from the Lord that he has been called to steward for God’s purposes and glory.

While there remain many more wonderful words of attribute that can be rightly applied to Ron’s

life, the one that is most special to me is that of “friend.” The Scriptures teach, “A man of many companions may come to ruin, but there is a friend who sticks closer than a brother” (Proverbs 18:24 ESV), and this truth certainly reminds me of Ron. I am quite sure this is true for you as well. Indeed, to know Ron is to know a true friend – someone who genuinely loves and cares about you. Ron is not in the relationship for what he can “take” from it, but for what he can “give” to it – but then, by giving he has learned that this is how he receives. Thus, Ron is a man after God’s own heart in that he desires to know another personally and well, and he truly desires to infuse value and blessing into that life through Christ. I know this because this is precisely what God has done in my life through him.

Thank you, Ron, for being true to your identity and calling in Christ. Thank you for being a true brother and friend to all of us. Because of you, we all know Christ’s heart even better. As for me, “I thank my God in all remembrance of you” (Philippians 1:3 ESV).



MARCUS MURPHY
BIBLICAL TEACHER
BETENBOUGH COMPANIES



RON AND RICK BETENBOUGH
SERVE AT HOSPICE OF
LUBBOCK'S MAYORS' BEANS
AND CORNBREAD EVENT.



RON, RICK AND HOLLY BETENBOUGH

Ron has always been kind, welcoming and generous to me.

I have such a high respect for Ron and how he demonstrates generosity in both his private and public life. I have experienced this covering of a generous Father from Ron countless times throughout my 31-year marriage to Rick. I am so grateful for the opportunity to learn from his example of generosity.

Ron is famous for saying “put your hands to the plow that is right in front of you.” In other words, give your full focus, attention and effort to what God has given you to do in this moment. Do not worry about your current position or the position of someone around you. Don’t concern yourself with promotion, instead, focus on the task at hand and do it with your whole heart. God will take care of all the rest and will move

you where He wants you to be in His timing. Your job is to do today, what He has given you to do, with excellence. I not only heard Ron speak these words, I watched his example in living them out before me and this approach to life is an invitation to freedom and abundance. I praise God for surrounding me with such wisdom.

Watching Ron and Rick lead together taught me so much about how to speak truth in love and how to value and give place to the gifts and talents of those around you. They have walked this beautiful journey of true partnership before us all. Practicing healthy conflict resolution, they have offered their point of view (sometimes heatedly), honored and respected each other, and at times

RON BETENBOUGH AND HOLLY BETENBOUGH PARTICIPATE IN A RIBBON CUTTING.



yielded to the other. I believe both are better men for having walked next to one another.

However, it is the legacy Ron is leaving that has impacted me the most. Ron experienced a season of tremendous loss in his life and instead of bitterness and lament, he very carefully sorted through the rubble and mined out the treasures of all he learned through that difficult season. Then he thoughtfully and carefully unwrapped each one and gave them as gifts to those who would listen and learn. Treasures such as encouraging us to invest in our marriages and families. He taught us to not depend on debt in our business, and today, the company operates debt free. He told us about his growth in his personal relationship with Jesus. He encouraged us with the importance of having a relationship with Jesus rather than going through the motions of religious practice. I am so thankful he chose gratitude. We now stand on his shoulders because he is so willing to share his experience. We have benefited greatly from his life lessons. Our lives are forever changed.



RICK AND RON BETENBOUGH TAKE A MOMENT FOR A PICTURE TOGETHER.



A handwritten signature of Holly Betenbough in black ink. The signature is cursive and elegant, with the first letters of the first and last names being capitalized and prominent.

HOLLY BETENBOUGH
FORMER BOARD MEMBER

What an incredible blessing it has been to work alongside my dad for almost 30 years!



RICK BETENBOUGH BAPTIZES
RON IN THE JORDAN RIVER.

We have had so much fun doing this together: however, we agree that the MOST joyful part has been doing it together with all of YOU. And that is not something we thought would happen, but it did. I believe you will agree, Dad has had such a beautiful and fruitful impact on me and many of you and the way things work around here. I am honored to tell some of those stories.

If I had to describe Dad in two words, it might be “always generous!” Most of the stories I could tell go back to that root of generosity. Even as father and son became partners, he “let” me be in charge, that was him being generous. I did have the big idea of value homes to be built, but I was a disaster in the “how” I was leading us. But, he is and always was generous, not needing to be in charge and “gave” me that blessing. He just walked with me while I learned many lessons, most of them the hard way. Even as we started the company, he was excited about my idea, but HIS idea that God should go with us, was THE big idea. He invited me to agree that God would be the foundation for us and for all of YOU to come behind and build on!

Even the “first fruits” idea that Dad initially proposed to me was, of course, the idea

that we would be, should be, generous with anything we earn. Let’s be generous to God’s ministries around the world, he said. And let’s join into the things God is doing. A big blessing immediately out of that was that Holly got a full-time role in the company! This was the door through which she joined us and brought her incredible gifting inside. And wow, did we have a blast doing that together as a “ministry council.” And, of course, it was during this season that God called us to BE His ministry, not just give money...

Dad is very accommodating of others, always generous, and as the sales guy on our team, he constantly had to tell people no—not his favorite thing. Our “bargain” homes—Dad’s word for value—depended on a simple system with few options and NO customizations. He developed great words for “telling our buyers no and making them like it.” It worked because he was always sincere and caring in the way he did it. Our buyers always knew he really cared about them and so they bought our homes even when they didn’t get their way – and they did like it! One of my favorite stories about Sales Dad was the Sunday afternoon (God hadn’t told us to close on Sunday, yet...) when he set up a folding card table at the end of 89th Street and sold five homes! It was like a party. And I had a bunch of new homes to build on Monday.

He always said his sales style was

HOWEVER, WE AGREE THAT THE MOST JOYFUL PART HAS BEEN DOING IT TOGETHER WITH ALL OF YOU.

relational not promotional. For example, when he met with customers to show them a home, he didn't lead them through the home saying, "and this is your oven that comes included, or this is the isolated master bedroom blah blah blah..." He would instead squat down and talk to their children and just be grandad and let mom and dad walk through the house, whispering to each other and asking questions of him. He talked to them with the love and care of a father, and they couldn't help themselves—they bought a home! He developed relationships, answered questions honestly, and everyone became his friends.

When we started in 1992, we were excited about WHAT we were going to do, but we were wondering WHERE? Bicentennial Estates was a half-built neighborhood east of University Avenue on 88th, 89th, and 90th streets, right behind the house where Holly and I lived! Now this land was occupied...by another builder's signs. But Dad was able to persuade the seller, the daughter of the original developer, to let us have all the lots—without buying them—until we found buyers! She asked the other builder to take his signs down and we only bought the lots when we started a house. It was God's favor on Dad the dealmaker. Those sales on the card table were homes to build on these lots—and we sold them all that year.



Over the next 25 years, we bought individual lots to build on, then land for development from people in their living rooms, in their offices, even in a couple of restaurants—we bought the first land for development in Odessa at the IHOP there! Making deals is something Dad and I love, and we have especially loved doing it together. In fact, in every way we have been "better together," and I am sure going to miss working with him every day.

Ron Betenbough's Rules for Life:

Be generous on every occasion.
2 Corinthians 9:11

Welcome everyone with a smile.
1 Peter 5:14

Live at peace with everyone.
Matthew 5:9

Put your hand to the plow and take care
of the job before you.
Luke 9:62

Bloom where you are planted!
Philippians 4:12-13

A handwritten signature in black ink, reading "Rick Betenbough". The signature is stylized with a large, looped "B" and a trailing flourish.

RICK BETENBOUGH
CEO
BETENBOUGH COMPANIES

we are
grateful

Abba,

We thank you and praise You for all You have taught us in 2020. You have led us to learn new and creative ways of doing things and to be flexible and adaptable. You have given us time to rest and to be with our families. You have taught us the importance of resisting fear and remaining faithful. While we might have been surprised by some of the events of the year, you were not. You are on Your throne, ruling and reigning. We are in awe of You.

Thank you for your hand of blessing that has not left us. Thank you for the growth we have experienced this year. Thank you for the 100 new employees who have joined our team. It is not lost on us that in a year of radical events and circumstances, you have blessed us with unprecedented growth and abundance. You led us to launch a new business this year, and it has thrived! These blessings, in this time, can only be a result of your hand. We are so grateful for the miracles we have experienced.

We thank you most of all for Your Presence among us. You transform us. You make all things new. We look to you. We will not be overwhelmed. Give us wisdom. Teach us Your ways. Help us represent you well.

As events are unfolding in our nation, we pray that You are revealed in them and that many will come to you.

We pray these things in Jesus' Name,
Amen

