



# LIFELINE

COMPANY NEWS AND INFORMATION

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WHAT WE DO

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...WHAT IS IT?

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HURRICANE  
LAURA

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BENEFITS OPEN  
ENROLLMENT

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*focused.*  
responsible

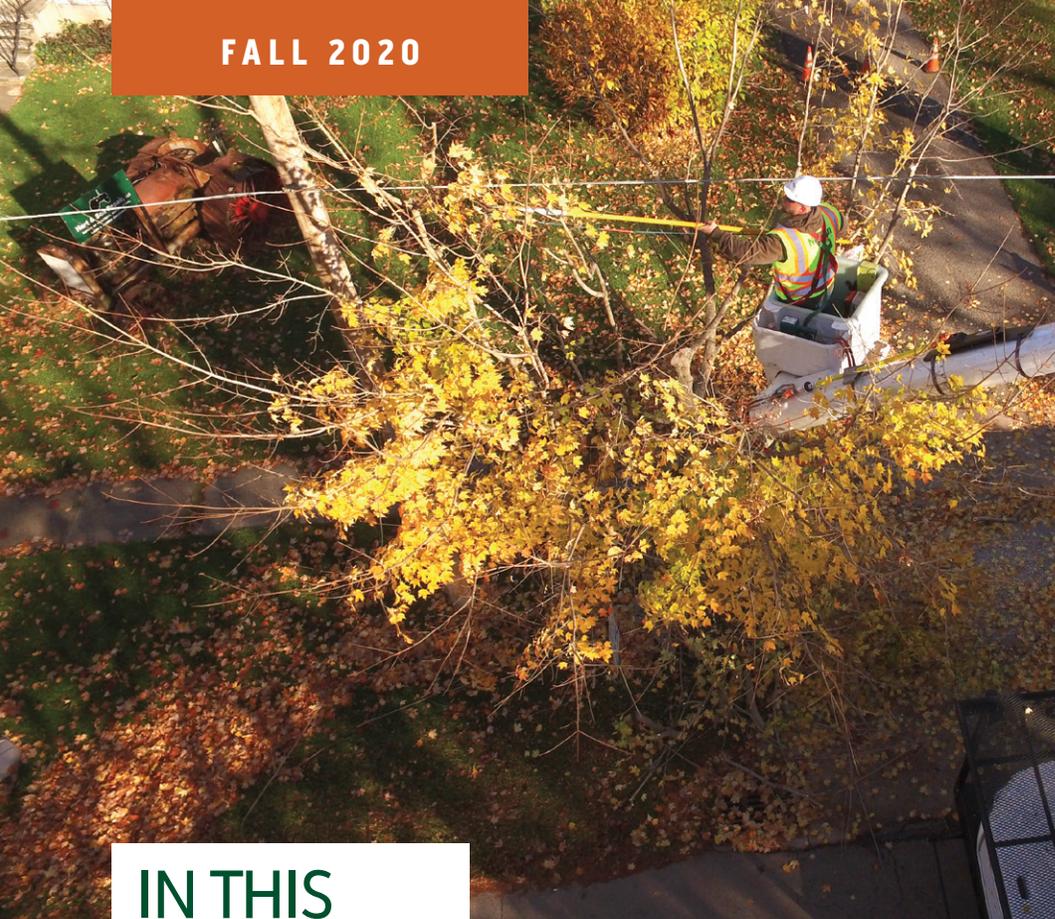
care

*commitment*

excellence

accountable

*culture*



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### Equal Employment Opportunity Policy:

It is the policy of Nelson Tree Service, LLC, and its management to work continually toward improving recruitment, employment, development and promotional opportunities for minority group members and women.

It is the Company's intent to provide equal opportunity to all areas of its employment practices and to ensure that there be no discrimination against any applicant or employee on the grounds of race, color, religion, sex, age, disability, national origin, veteran status, marital status or sexual orientation.

This policy extends to recruiting and hiring, to working conditions, training programs, use of Company facilities, and all other terms, conditions and privileges of employment.

As a field employee, complaints may be made to your immediate supervisor (general foreperson, supervisor), or regional manager. As an employee, complaints may be made to your immediate supervisor, department manager or the Executive Director of Administration. If you cannot report to your supervisor or manager, or if a complaint you have made has not been promptly addressed, you should call the Executive Director of Administration at 1-800-522-4311.

Management will continue to be guided and motivated by this policy, and with the cooperation of all employees, will actively pursue the related goals of equal and affirmative action throughout the Company.



JEFF JONES, PRESIDENT  
3300 Office Park Drive  
Dayton, Ohio 45439



### WE ARE WHAT WE DO

Over 2000 years ago the famous Greek philosopher Aristotle stated – “We are what we repeatedly do. Excellence is not an act, but a habit”.

Truer words were never spoken. Our beliefs are the standard but unless acted upon they will not help form a culture. We may believe in a goal, zero harm for example, but if we don’t act in a manner consistent with that goal, we will never be successful.

Writing goals on a piece of paper, in a mission statement or frankly in a letter from the President, without follow up behavior consistent with that goal is a waste of time. If our behaviors don’t follow our beliefs,

we will not get the outcome we desire.

2020 has presented more challenges than I care to count – COVID issues, summer heat, Hurricane Isaias, the Midwest Derecho, Hurricane Laura to name a few. While these events can be difficult, they also provide opportunities to get better. As I’ve mentioned many, many times – our expectation is zero harm. We are not there yet but only by continuing to learn from these difficulties will we get there.

Safety starts with a strong safety culture. In turn, culture starts with habits. While we have books and manuals full of safety protocols it really is not as complicated as it might seem. It is actually pretty simple:

- Learn and follow your training
- If you are not sure about something, look it up or ask someone
- If you see something that does not seem correct, blow your whistle/stop work
- Do not do a task unless you have been trained how to do it

Doing the four items listed above EVERY time develops the habit and it is those habits that form our culture. Embrace these habits when your boss is looking. Embrace these habits when the safety professional is on site. Embrace these habits when only other crew members are present. **EMBRACE THESE HABITS WHEN NO ONE IS LOOKING. EVERY TIME.**

One last thing. While the vast majority of our team does the right thing no matter what, some people either forget or decide to disregard the rules. We need to, and will, hold them accountable. Enforcement can require difficult conversations. Discipline isn’t fun. However, these are necessary components to achieving zero harm. Make sure EVERYONE, irrespective of their position, is held accountable.

Stay safe and go home every night as good or better than when you came to work in the morning. 🍏

Jeff Jones  
President



According to OSHA, “Safety cultures consist of shared beliefs, practices, and attitudes that exist at an establishment (company). Culture is the atmosphere created by those beliefs, attitudes, etc., which shape our behavior.”

Safety culture can be stated much more simply by the following statements:

- A safety culture is the result of combined individual and group efforts toward values, attitudes, goals and compliance with an organization’s health and safety program.
- Upper management commitment to workplace safety helps workers take workplace safety more seriously and translates into a safer work environment, striving for ZERO HARM.
- Responsibility for encouraging the safety culture may start with management, but each manager, supervisor, crew leader and individual in the company must be responsible for safety.
- Everyone has a part in keeping themselves and others safe.
- In creating a safety culture, all levels of the company, from management to the boots-on-the-ground employees must be responsible for each other’s safety in the workplace.

Nelson management exerts significant effort to create a safety culture and achieve ZERO HARM. Many of you were present at last year’s employee focus meetings. After those meetings, the company reduced injuries to the lowest level in our history. Employee safety increased,

employee awareness and mitigation of hazards increased, and employee injuries DECREASED. A new term was introduced to the employees at those meetings. This term, ZERO HARM, is a term that means the safety culture is strong and effective and drives continuous employee safety engagement to eliminate personal injuries in the workplace.

#### **And the next questions are;**

*How do we sustain the employee engagement from last year?*

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*How do we continue to build and improve the safety culture?*

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*How do we ensure every employee believes in ZERO HARM?*

These questions are discussed frequently by the management team at Nelson. The Safety group continually research key indicators of a strong safety culture and benchmark those indicators against our internal values, beliefs, programs, and policies. Below is a list of 7 elements that Nelson management has identified as key to our safety culture.

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*“Everyone has a part in keeping themselves and others safe.”*

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*"A safety culture is the result of combined individual and group efforts toward values, attitudes, goals and compliance with an organization's health and safety program."*

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**1. Employee involvement in safety and health.**

The moment you start your day, you are involved in safety and health from the morning stand down, then on to your crew's job brief and your individual input to your RSS or trainer.

**2. Visible safety leadership and commitment.**

The President, COO and Region Managers have stated their commitment to safety at the employee focus meetings and instructed each employee to stop the job if it is unsafe or is not going as planned. (The ALL STOP program).

**3. Supervisor leadership in safety.**

Supervisors and GFs are the next level in building safety culture. These 2 key positions must encourage safety culture engagement and demonstrate ownership of the safety program.

**4. Accountability for safety.**

Everyone is accountable, you may have heard the term "Brother's Keeper / Sister's Keeper". This is a term used for peer check to be accountable to your co-worker. When driving, we team drive, and the passenger acts as a look out / spotter to assist the driver. There are many other actions that create accountability, especially owning a poor decision. We are human and errors can occur on occasion.

**5. Effective safety communication.**

Routine safety communication occurs weekly with tailgate topics, and each month you have a required OSHA training to review and sign off. Other communications may be shared on lessons learned or policy revisions. The communication is only effective when you HEAR, UNDERSTAND, AND IMPLEMENT the information provided.

**6. Define safety responsibilities.**

The SMP (most Supervisors, RSS and RM know the SMP). Forepersons, GFs, and managers at higher levels receive a document each year that is reviewed that identifies the safety responsibilities and safety activities at each level of supervision.



**7. Set realistic goals that are achievable.**

Our safety goals are driven by past performance and our customer's expectation of our performance. Our customers vision and mission are that our work does not need to be one of the most hazardous jobs. Effective planning and a strong safety culture will help us achieve the safety goals we are striving to achieve.

This article turned out longer than anticipated, and there is only one reason for that. A safety culture benefits, you, your co-workers, your family, and everyone in your life. If you do not buy in and believe in our safety culture, and make it YOUR SAFETY CULTURE, your chances of achieving ZERO HARM and working injury free are based on luck. Our safety program is not based on luck, our safety culture is based on beliefs, attitudes, and compliance with established safe work practices. 🍎

## NTS Qualifies for AEP Transmission's ZERO HARM CLUB



American Electric Power  
8600 Smith's Mill Road  
New Albany, OH 43054  
www.aep.com

July 31, 2020

Nathan Ball  
Managing Director  
AEP Transmission Construction

### Re: Zero Harm Club

Nelson Tree Service, LLC  
Jeffrey Jones,

Congratulations on reaching a major safety milestone and qualifying for AEP Transmission's exclusive Zero Harm Club. **What an accomplishment for your teams to work 69,000 consecutive hours for us without a First Aid or OSHA-Recordable incident!** We know this does not come easily, and that it is a testament to your team's passion to plan and work safe.

When we pursue safety with a passion, we know that everyone has to be committed to the mindset that EVERY task will be accomplished safely. Your team should be proud of achieving this milestone because it's not something that just happens. Maintaining health and safety on-the-job and at home is accomplished day-by-day, hour-by-hour, and task-by-task.

As you celebrate this achievement, please pause for a moment and ask, "Is there something more that we can and should do to continue to make sure that every day, everyone goes home safe to family and friends?"

As you move toward your next safety milestone at AEP Transmission, we hope that you will recognize the power you and each of your employees have to identify and address hazards daily, to honor the rules set up to protect us, and to watch out for one another. These contribute to an important culture and mindset that we need to perpetually cultivate and grow.

Together, we can make a positive difference in the safety culture of our industry and move ever closer to our goal that everyone is safe at work and at home.

Sincerely,

Nathan Ball  
Managing Director  
AEP Transmission Construction




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*"Together, we can make a positive difference in the culture and safety of our industry."*

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# Nelson Tree Called to Assist in Hurricane Laura Recovery

On August 27th, Hurricane Laura pounded Louisiana with winds over 150 mph. In the wake of the storm, hundreds of thousands of people were left without power. The storm impact was devastating to Louisiana residents. Pictures here show the results of Laura's wrath. Thousands of trees were uprooted, house roofs were torn completely off, windows in High Rise buildings were blown out, and Transmission Towers were bent in half. Nelson Tree Service was contacted by utilities in Louisiana to assist in the power restoration process. Almost 300 employees from five separate Regions answered the call to travel to Louisiana and help with the effort. In addition to the employees who traveled to assist, there were dozens of clerical professionals in the Dayton office who worked tirelessly to support those in the field. Thanks go to everyone who supported the storm effort. 🍏

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*"Almost 300 employees from five separate regions answered the call to travel to Louisiana and help with the effort."*

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## Ameren Contractor Recognition Award Program



2020 CFLSS Leadership Award Winners  
(Photo was taken prior to the COVID 19 pandemic.)

## American Transmission Company (ATC) Award



Andy Vance



Francisco Vallejo



Jeremiah Early



Robert Switzer

During the year our customer ATC, in collaboration with our NTS management, present crew awards to those foremen and their crew who demonstrate a high level of achievement in several categories. The categories range from safety/training, crew efficiency/time management, equipment maintenance, professionalism/environmental stewardship, and overall quality of work. The ATC staff along with NTS management review the nominees for each GF and vote on the award winner as a group. NTS would like to thank all of those who have been nominated, those of which are striving to achieve the nomination, and those who have won the award. We appreciate you all for the continuous effort in helping NTS remain a distinguished line clearance organization.

**Past award winners include:** Andy Vance, Francisco Vallejo, Jeremiah Early, and two time winner Robert Switzer. Great job gentleman at setting the example for what success looks like. 🍎

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*"We appreciate you all for the continuous effort in helping NTS remain a distinguished line clearance organization!"*

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## NTS Receives Partners in Excellence (PinE) Award



The Utility Arborist Association (UAA) is the leading North American organization for the enhancement of quality utility arboriculture and right-of-way management. Our success relies on the support we receive from all of our members, sponsors and volunteers. Companies that go above and beyond to

support our mission will be recognized annually. UAA membership, sponsorship, advertising, active committee volunteerism, and many other means have been quantified and assigned a value, all adding up to equal your PinE Score. This is reviewed by a committee of industry peers based on all of the listed items for the previous fiscal year and is scored and awarded at the UAA Annual Meeting.

## Compact Equipment is Making a Difference

Single-operator SkyTrim and Kwik-Trim trimming machines are more maneuverable and cost effective than large scale mechanical trimmers. In addition saving time over using bucket trucks or manual crews. Despite their compact size these machines provide maximum stability on rough terrain. Due to the light weight of the units they can be towed with a pick up and standard trailer. This allows crews movement on tight jobsites.

We are presently using these units in various locations. Our customers are pleased with the results and are moving towards this equipment more frequently to increase productivity and safety of workers. It is perfect for residential distribution trimming. 🍏



## Technical Experience Prevails

Region 464 would like to recognize two crews for completing two very technical removal projects in the Brewster division of NYSEG. The two crew leaders **James Hunt** and **Michael Birtch** along with their ground hands **Eric Whitney** and **Hawk Cole** were tasked to do these big jobs for the utility. The second job they did for the year was a job that Nelson took over from another tree company. That company was unable to complete the job due to some safety issues they had and their employees not having the skill level needed to do the work. Some of the trees to be removed took the crews all day to do one tree. With the knowledge and skill of these two crews they were able to complete the jobs safely with no issues. The professionalism and work ethic that these crews display is something everyone should strive for and is greatly appreciated. 🍏





For employees covered under the Nelson benefit programs (health, dental, vision, life and disability), we are currently transitioning to a new electronic benefit enrollment portal.

**Employee Benefits Portal Provides:**

- Immediate Access from a computer or cell phone
- Easy to use. Puts control of your benefit choices in your hands
- Eliminates paper enrollment forms
- One-stop resource for all your benefit details and questions
- Toll free phone support and trouble shooting



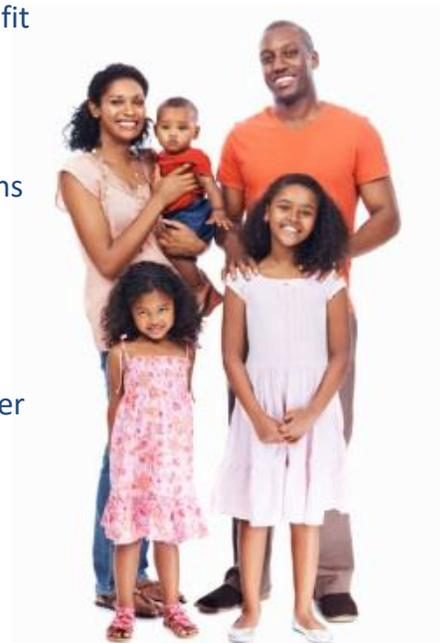
New employees are now using the portal to make their initial benefit elections.

**Effective with Open Enrollment in November:**

All employees will begin making and changing their benefit elections using the Employee Benefits Portal.

**Stay Tuned...**

You will soon be receiving instructions on how to register on this new platform. Please watch for this information and go in to register as soon as you receive the instructions so you will be ready when Open Enrollment begins.





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 now through November 15, 2020.**

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-  CARDINAL RED
-  NAVY
-  FOREST GREEN
-  ATHLETIC GRAY
-  BLACK

**Tech Double Thick Pullover #400440 \$76.00**

-  CHESTNUT
-  CARDINAL RED
-  NAVY
-  FOREST GREEN
-  BLACK

**Cotton Single Thick Full-Zip #400341 \$61.40**

-  NAVY
-  FOREST GREEN
-  BLACK

**Tech Single Thick Full-Zip #400451 \$61.40**

-  NAVY
-  FOREST GREEN
-  BLACK

**HVSA Tech Double Thick Pullover  
 #820440 \$105.20**

-  HIGH VISIBILITY YELLOW



Order these styles and more  
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**nelson.arborwear.com**  
 password: **nelsontree**

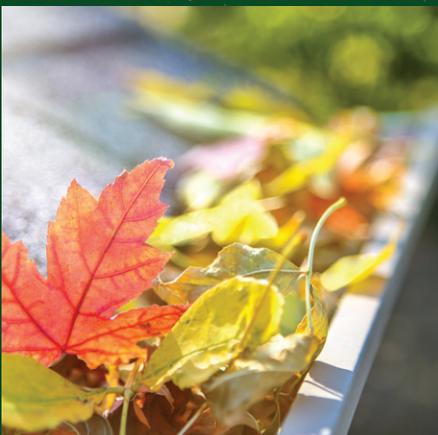


Questions? Contact Kelly Harting at [kharting@arborwear.com](mailto:kharting@arborwear.com)



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## Fall is the Time to Prepare for Winter



Now that fall is officially here and winter is just around the corner, it's time to prepare your home for cold weather. These steps, many of which you can do yourself, can help lower utility bills and protect your investment.

- Clean all leaves and debris from your gutters
- Clean fireplace chimney
- Replace batteries in smoke detectors and carbon monoxide detectors
- Verify your heating system is fully operational and running efficiently
- Seal around windows and doors where cracks or gaps appear
- Turn off exterior water faucets
- Drain lawn irrigation systems
- Prepare outdoor lawn equipment for storage