



LIFELINE

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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



DON'T SPIN THAT WHEEL

What is a SIF injury? A SIF is a serious injury or a fatality. While the precise definition of serious injury can vary, it is generally a personal injury that results in death, dismemberment, significant disfigurement, a fracture, permanent loss of use of a body organ or body part or significant permanent limitation of use of a body part. None of these outcomes are good.

Put another way – a SIF injury will severely limit the quality of your life, for the rest of your life, assuming you are fortunate enough to live through it.

All injuries are preventable but SIF's exact a particularly high price - not only for the injured person but also for co-workers who may have witnessed the event and for the family that has to care for that person.

I've written many times in this letter about the all-around hardship created by personal injuries. What I have not discussed is the thin margin between a "minor" injury result and a SIF/serious result. In almost all cases that thin margin is only one thing – LUCK.

For example, a person may make the decision to run a red light. Once they run the red light, they have placed themselves in danger. At that point it is only luck that decides whether they live or die or are injured. At that point it is just like spinning the wheel on Wheel of Fortune and, as everyone who has ever watched Wheel of Fortune knows, if you spin long enough eventually your number comes up (in a bad way). At that point whether you walk away unscathed, or you lose an eye or an arm or a leg, or you never see your family again is just LUCK.

LUCK is not part of our safety plan. The only way to protect yourself, and save your family, friends and co-workers from hardship and grief, is to follow the safety rules developed to protect you. **Once you make the decision to ignore the procedures designed to protect you, you are leaving the outcome to the spin of the wheel.** 🍎

Jeff Jones
President



Personal Safety Culture... Yours, Mine, and Ours

The President's message this spring is about the impact of a SIF injury. A serious injury or fatality which affects the co-workers, friends, colleagues and most of all the family of the individual. I am quite sure every reader can give a personal example of how you, a family member or a coworker narrowly avoided catastrophe. You may have heard this or even said "I had luck on my side today!" Who wants to rely on luck? I want to rely on training, experience and procedures; definitely not luck.

I hope your decision is the same as mine.

In place of luck, you should rely on your training, your gut feeling and the peer checks from your coworkers. To phrase it another way, we have all had the feeling of 'Uhoh!' or been peer-checked

by a co-worker by that person stating, "Are you sure you want to do that?" Did you think "it'll be fine – let's get-r-done" or did you stop and listen to the information? Our personal decision at that moment in time determines our individual safety culture belief. If you stopped and had a discussion with your co-workers that then led to meaningful conversation on the best way to complete the task, then you are building positive safety culture behavior. Lately, the company has called this activity the "ALL STOP".

If your personal choice was to "see what happens" you have just spun the wheel of misfortune.

*If your personal choice was to
"see what happens"
you have just spun the
wheel of misfortune.*

Spinning the wheel leads to unknown outcomes and we know these as good luck and bad luck. Nelson Tree has stated to every employee that chance or luck is not part of our safety program. Our safety program is a combination of training and procedures with each employee making good decisions. These decisions made by each employee build a good or a poor safety culture. Each time for decision making provides an opportunity for an outcome based on

chance (wheel of misfortune) or an outcome based on knowledge and experience (training, the company rules and procedures).

Which decision leads to the favorable and successful outcome? Chance or experience? The decision is easy, the experience will always win over chance.

Safety culture begins with you.

Each activity that leads to an individual or group decision builds or impacts the safety culture and the safety of you and your coworkers. Start each morning with a peer check to ensure all of the proper PPE is worn and an equipment inspection prior to your task are behaviors that build safety culture. These actions may get stale due to repetition, however, that repetition builds a good habit. If you have the correct behaviors then good habits are the outcome. This combination leads to success and an injury free safety culture that every employee deserves.

Check Out This Tree Trimmer's Open-Door Safety Idea

Joseph Buskirk opens the side box on his truck 40, maybe 50 times a day. And 40, maybe 50 times a day he gets yet another reminder of why he works safe:

His sons.

Buskirk is a tree trimmer with Nelson Tree Service, one of the business partners that works with AEP Ohio. Nelson provided clear photo cases to its employees to wear inside their hard hats – the pics of wives, children and other family members reminding workers to keep a strong safety mindset. As Buskirk's photo began to wear out ("it got a little nasty and dirty after all that work," he said) Buskirk upgraded to a magnetized photo collage of his 8- and 4-year-old children that he ordered online.

Now, every time he opens the side box to remove his chain saw, chaps, lunchbox, etc., he gets a familiar reminder about staying focused and avoiding complacency.



"I want to go home to my family. It's why I take the extra steps to be safe. It's also why I look out for every single other person on my crew," Buskirk said. "But yeah my boys – that's my number one priority right there. I work safe for them and I can never be reminded enough." 🍎

Answering Our Clients Call for Help



California Creek Fire Restoration Efforts

In late September 2020 Nelson mobilized over 150 employees from four different regions (460,468,472,474) to California to assist in restoration efforts from damage by the Creek Fire. The Creek Fire was the fourth-largest wildfire in modern California history, and the largest single fire (not part of multiple fires combining). The Creek Fire burned 380,000 acres of land in the Sierra National forest in Central California near Yosemite and Sequoia National Park.

[continued]



Nelson crews were assigned tree removal tasks of fire damaged trees near any of the utility's infrastructure. This was not only transmission and distribution lines but large pen stock (5 foot to 8 foot diameter pipes carrying water to a hydroelectric generator) pipes that deliver water from the mountain lakes down the mountain to the hydroelectric generating stations that use the water to generate electricity. This was an entirely new environment that everyone had to adapt to quickly. The terrain was challenging, working on steep mountainsides to poking your way through ash with a walking stick because you did not know how deep the ash is, or if the ash filled in a depression. There were days that everyone had to remain in their company vehicle because the smoke was so thick from the active fire, that the air quality was too poor and was a hazard to the respiratory system. The trees on the mountain were not like the trees that everyone was used to in their home state. Not to mention that some of these trees were severely burnt by the fire and still standing, there were Ponderosa pines that were over 50" DBH and stood over 150' tall that had to come down. I think it is fair to say that everyone involved sharpened their tree felling, rigging, and hazard assessment skills throughout this project.

The first snow started to fall in the mountains in late November making the narrow dirt mountain roads impassable. The project came to an end shortly after the first snowfall. Fortunately, the snow fell at a convenient time that provided 5 days of drive time for each employee to return home for Thanksgiving. This was a first for many responding to this type of natural disaster. There were many long hard days spent on the mountain, coming back to camp covered in soot, but it was a rewarding unique experience that I'm sure everyone involved will never forget! 🍎

The Creek Fire burned 380,000 acres of land in the Sierra National forest in Central California near Yosemite and Sequoia National Park.





Doing it Right While Nobody is Looking

Nelson Tree has a total of 150 General Forepersons in the company. During the calendar year of 2020, there were 44 teams that achieved a zero-incident culture. This means zero vehicle accidents, zero outages and zero harm to their employees.

This group demonstrates that a tree trimming crew can work safe and complete an entire year without an outage, personal injury or vehicle incident. These are work teams that are doing it right while nobody is watching. These groups are capital projects felling trees every day, routine maintenance and even a cell tasked with hazard tree removal. We congratulate each of you on your efforts to be incident free for an entire year. 🍏

TARGET ZERO
Zero vehicle accidents.
Zero outages.
Zero harm.

Region 460

Ray Stagge
David McMullin
Ben Titus
Moises Andrade
Brent Baker
Josh Dyer
Steve Keefer
Michael Parrett
Andy Rouse

Region 463

Martin Taylor
Rick Wright

Region 465

Michael Figley
Rob Stockslager
Shaun Williams

Region 468

Jake Cain
Mark McCormick
Tony Young
Brad Hall
Tim Mitchell
Frank Sprague
Scott Schurman
Jake Hutchens
Kyle Fernandez
Carl West
Brian Page
Cody Smith
Dallas Sessengood
Ryan Bondy--SUPV
Dan Heider
Nate Schroeder
Marc Pitcher
Shawn Colbert
BJ Sloan
Darrell Smith
Derek Buchanan

Region 472

Chuck Cosenza
Kyle Raub
Neil Smith
Randy Leeds
David Come

Region 474

Jose Blanco
Carlos Medina
Emilio Zamora
Anibal Castillo
Juan Rodriguez

Pictured above: Target Zero was reached by Chuck Cosenza and his crews in NJ on JCP&L property in 2020. Great job guys!



Tim Smith Receives IAA “Tree Worker Award”

We would like to congratulate Tim Smith on receiving the “Tree Worker Award” from the Indiana Arborist Association (IAA). This award is given to individuals who have significantly improved the quality of tree care, climbing techniques, and/or safety of tree care professionals. It also recognizes tree care workers who have, through their expertise and customer interaction, advanced the understanding and professionalism of arboriculture to consumers. Tim virtually received this well deserved award on January 26th at the IAA awards program presentation.

Tim, Nelson Tree, our customers, and everyone in our industry, thank you for making our world a greener and better place! 🍎

1000 Safe Working Days



Congratulations to all of our Wisconsin crews for working 1,000 consecutive days without an injury. Reaching such a great milestone starts with our teams believing in our safety culture and following it up with execution. We are celebrating this achievement by rewarding all of our WI folks with a customized, high quality, Class 3 sweatshirt that we regularly see our professionals wearing proudly. Keep up the great work! 🍎

Looking Out for Each Other



Noah Kuhn (foreman) and Ron Fisher (trimmer) were on lunch in the truck. As they were eating their lunch, Noah realized that Ron was choking on his food. Noah quickly reacted and gave Ron CPR and dislodged the food that was caught in his throat. Ron later went to get checked out at his family doctor where he coughed up another piece of food. Thanks to the quick response from Noah, Ron is ok and returned to work the next day. Noah is a great foreman and shows excellent leadership in the field. We thank Noah for his actions and are glad we have him here. 🍎

Thank you, "Santa"!



John Cox, aka Santa, of Albion, has been a tree trimmer for over 23 years, seven of which he has worked for Nelson Tree Service. He retired in March. Of his many experiences, one that stands out is him helping with a medical emergency in West Salem in which he helped to save a woman's life.

John enjoys gardening, boating, and riding horses. He is looking forward to having the time to do more of these things he likes! When asked what he would miss the most, he said it would be the people he works with.

We will miss you too, John! We thank you for all you've done and wish you a wonderful retirement. 🍎




Fast Acting Crew Saves Woman's Life

A two-person bucket crew was working in West Salem, a small Southeastern Illinois community of about 900 people. The crew consisted of John Cox and Miles Kimmel. GF Mark McCormick had just pulled up to visit the crew. John had finished trimming and was cradling the bucket. Miles was working on the ground and was walking towards Mark's truck. All of a sudden they heard a man yelling for help from the driveway next door. Miles and Mark looked over and saw an elderly man holding his wife in the driveway and could see that her white hair was blood soaked. Miles ran to the neighbors while Mark pulled his truck up. Miles yelled to Mark to call 911 and for John to grab the first aid kit. The elderly man was waiting for his wife to get into their van. He had his foot on the brake while the van was in gear. As she was walking up to the van, his foot slipped off of the brake and hit the gas. He had run over her lower leg. The force had knocked her to the ground causing a head injury. Miles jumped in and quickly took the initiative. She had a very bad laceration to her leg that was bleeding profusely. It appeared that there was damage to the artery. Miles grabbed bandages and quickly bandaged the wound and held pressure on the leg until the paramedics could

arrive. After calling 911 Mark held the lady and tried to keep her comfortable and prevent her from going into shock. John was there helping with wound care and preventing shock. Once paramedics arrived and saw the extent of the injuries, they called life-flight helicopter to the scene. After everything was over, the paramedics informed our employees that had they not quickly acted, called 911, and provided the first aid that they did, that the lady most likely would have bled out in the driveway before medical help could have been provided to her. The lady is expected to make a full recovery and return home soon! 🍎

"Miles grabbed bandages and quickly bandaged the wound and held pressure on the leg until the paramedics could arrive."

More Than Just a Job



Grant Holder started with Nelson Tree in July of 1978 and has seen a lot of changes.

"These changes have been for the better of the industry. Technology is at the forefront but equipment improvements have been drastic. From the trucks, to the climbing gear, and improvements in the saws.

As a whole we have made strides that are unbelievable. During this time I have had a lot of working relationships turn into long term friendships. I have worked with so many people, from all the offices, under so many different circumstances. Whether it be training, safety, billing, equipment or storms, I can tell you Nelson Tree operates not only as a team but as a family. As I enter retirement, instead of talking about myself I would like to say thanks to everyone, in all departments and regions, for making this time more than just a job."

Grant, Nelson Tree, our customers, and everyone in our industry, thank you for growing with and helping us through all the great changes. Happy retirement! 🍎

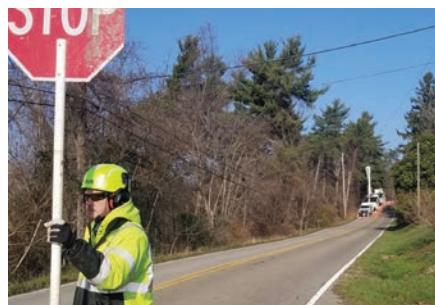
A Quick Stop to Save Lives



NTS workers, Trent Clark and John Ray, watched as a Jeep in the opposite lane on highway 45 lose control and roll over into a ditch. They immediately pulled over onto the shoulder and ran over to assist. They were first on the scene. Trent asked another passerby to call 911 as he ran around to the driver side of the overturned car. It was then he noticed the back window of the vehicle was down and helped pull a girl out through that window. The driver of the car, who was the mother of the young girl, crawled towards the window and then John Ray helped pull her through the window. Though barking and nipping, they also helped two Boxer dogs get out of the car. As the vehicle began smoking, Trent and John helped get everyone a safe distance away to ensure their safety. They waited for emergency crews to arrive and take over the situation. Once sure that everything was under control, they were back in their truck and onto their next job. 🍎

Kask Hard Hats Increase Communication & Safety

Safety personnel from AEP Ohio are happy to see Nelson Tree working on a better communication system that allows EE's to communicate hands-free, with the new Kask prototype hard hats. The Kask hard hats allow EE's to talk with one another over Sena Bluetooth communication. The pictures here show Foreman David Cronin and Trimmer Craig Rine are able to talk with one another to allow David to know when a large truck was coming through the work zone so he is able to position his boom as necessary. The hard hats are able to connect to as many EE's as needed, resulting in great communication. 🍎



"My experience with the helmet was good... I was able to hear what the instructor was telling me over the noise of the chainsaw. Any questions I had were easily answered without any miscommunication."

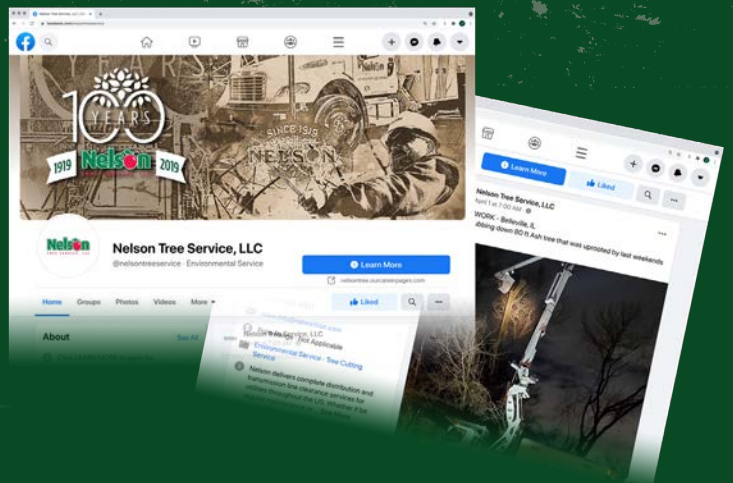


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Connect, Learn, Share and Win!

Nelson Tree Service is on Facebook! Stay informed on daily news and events. Read about new equipment, safety procedures, career opportunities, and inspiring stories from the field.

Beginning May 3, "Like" our page and "Share" it often for your chance to **win weekly prizes!** Visit our page for complete contest rules and details.



Follow us today!
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