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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.



TIM POWELL, PRESIDENT  
 3300 Office Park Drive  
 Dayton, Ohio 45439



The Holiday Season is officially upon us. The leaves have fallen, the time change has occurred, the cooler weather has begun, and the first major holiday of Thanksgiving is fast approaching.

A bit of history on the two biggest holidays.....

The original Thanksgiving was held in 1621 when the Pilgrims celebrated their first harvest in the New World, which is now the United States. Over 160 years later In 1789, George Washington issued a proclamation naming a "Day of Public Thanksgiving. Later, in 1863, President Lincoln declared the first national Holiday of Thanksgiving. Finally, on November 26, 1941, President Roosevelt signed a bill into law and made the fourth Thursday in November the National Holiday of Thanksgiving Day. Today, Thanksgiving Day marks the beginning of the holiday season, and is one of the most celebrated holidays in the US culture. As a final fact, the most popular meal on Thanksgiving Day is turkey, and over 46 million turkeys are eaten on this day.

It goes without saying that Christmas is the most celebrated holiday not only in the US culture, but in the world. The first Christmas was celebrated on December 25th AD 336 in Rome, Italy. Christmas didn't become a major Christian festival until the 9th century. In 1870, the US Congress made Christmas a National Holiday. Christmas is a time family gathering and gift giving, and more shopping activity occurs during the Christmas season than any other holiday. The character of Santa Claus originated from a third century monk called Saint Nicholas, who gave away all his inheritance to the poor and needy. There are also many books, movies, and television shows which are centered around Christmas, as well as parades on Christmas Day.

These celebrations are part of the American Culture....the beliefs and behaviors of our country. What allows us to continue these celebrations and enjoy our freedom is honored in another holiday on November 11th, which is Veterans Day. Our country, although not perfect, is the best country in the world. We gather and celebrate when, where, and how we want to celebrate. That freedom in large part, is due to the men and women who have defended and continue to defend our country. Thanks to the Veterans who chose to sacrifice their time to serve our great country.

Celebrate the holiday season safely and responsibly. Most of all, have fun. Holidays are about enjoyment.

I wish you all a **Happy Thanksgiving** and a **Merry Christmas**. 🍎

Tim Powell  
**President**

# The Importance of Building Culture

Story by **Jim Craner** | Corporate Culture Advocate

In January 2020, I had the privilege of being part of the Nelson team developing our Culture Playbook. Focus-3 was relentless in their effort to ensure we had it right. I remember a day when veteran Focus-3 employees demonstrated how a Culture Playbook could be used to work back through an unfavorable outcome.

Our Culture Playbook is a blueprint for building beliefs and behaviors, that will ultimately produce exceptional outcomes. Like the playbook of a professional sports team, it clearly defines expectations for each person. When everyone on our team fulfills their expectation, exceptional outcomes follow, and Nelson Tree Service builds a reputation of integrity and professionalism.

None of us are experts when it comes to living the beliefs and behaviors in the Culture Playbook. Building culture takes intentional effort from everyone. The secret to success is not a secret at all. Success is the cumulative impact of daily action repeated over time. Each day we continue to build skill through disciplined behavior. It's a journey.

At times, a team member falls short on expectations, and the outcome is not what we expect. When that happens, the whole team feels the pain. That's why believing the reality that "Everyone matters" is so important. It's important to understand how the actions of one will impact us all. Positive or negative, everyone in the organization shares the outcome. This is not only true at work, but also at home, on a sports team, or in a group of friends.

Here's what I learned from Focus 3. When we have a less than desired outcome, look at the BBO. Ask yourself... Is this the outcome I wanted? What behavior failed? Is the Belief strong enough to stop unwanted behavior?

Think about your R-factor training. **Use the six disciplines and use the BBO in our Culture Playbook.**

**1. Press Pause** – Gain clarity on the event. This may take few hours or a few days. The more complex the event, the longer the pause may take. Ask more questions and be relentless.

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*“Some skills will come easy to you,  
others will be more difficult to learn.  
You will struggle, and that’s a good thing.  
The struggle will make you better. Not just  
better at the skill, but better at becoming better.”*

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2. **Get your mind right** – Don't let your emotions drive your response. Get into a positive mindset. See the event as an opportunity to improve.
3. **Step up** – This is where we take action. Ask the question....Is this the outcome I wanted? – When outcomes are negative, the answer is obviously “NO”. Look at the page 8 of your Culture Playbook. In the BBO, what behavior did we fail to use, or use poorly allowing the negative outcome to occur. Do we talk about the beliefs and give them value? Keep in mind there will likely be more than one behavior needing attention. Think about the culture in your area of responsibility. How are you Practicing and Promoting the beliefs and behaviors? Are you permitting unwanted behavior? Do you hear negative comments about the beliefs in the Culture Playbook?

The answer might sting a little but gives you direction for necessary action. Find the solution that strengthens the beliefs and behavior, and you will improve outcomes.

4. **Adjust and adapt.** – The first response will rarely be the best response. Monitor how your corrective actions are working. Keep the good and adjust to improve what isn't working. It is important to do this quickly and decisively.
5. **Make a difference-** The first four steps focus on how you manage yourself. This step is how you impact others. Remember, your response is an event for others. When we ask people to change behavior it is not an easy thing to do. Take ownership and lead by example. Create value in your response, and give other people a great experience. Your positive attitude, actions, and words make the experience positive. On the flip side, any negative attitude, actions and words deliver a negative experience.
6. **Build skill** – Do the work. How you manage the response determines the quality of the future behavior. It is the mechanics of following the process. This applies on and off the job. Build habits and skills necessary for the outcomes you want.



The goal is to **be a little better today than yesterday and a little better tomorrow than today.** The best version of you, the best version of your work group, and the best version of Nelson Tree is not built just because we want it to be built. It is built because we work for it. All growth is slow, small, and daily. You do not have to be great at something to start. But you must start to become great at anything.

Find your unique way to use our Nelson Culture Playbook to align the effort of everyone on your team and produce exceptional outcomes. Take it to heart, be on the journey, and take people with you. Practice the right things, the right way for as long as it takes. 🍎

# Nelson Tree Service Honors Our Veterans

This will be the eighty-fourth year which US veterans have been honored on November 11 for their military service. The Day was originally called Armistice Day and later changed to Veterans Day in 1954. Our society continues to enjoy freedom because of the sacrifices made by those who chose to serve in the armed forces.

As a token of appreciation, Nelson sent a patriotic cap recognizing the Veterans who work at Nelson Tree Service to wear with pride.

To our veterans, thank you for your service. Wishing you and your families Happy Holidays! 🍎



## Please join us in thanking the following team members for their service!

### Reg 460

Bailey, Scott A  
Bowser, William T  
Davis, Bobby J  
Delph, Cody D  
Imes, James  
Lopez, Dania  
Newhard, Steven  
Owens, Cody  
Ramos, Cristian E  
Shepard, Justin  
Urgelles Reinosa, Enry  
Vansickle Sr, Mark A  
Willard, Benny  
Zamorano Jr, Modesto

### Reg 461

Stagge, Raymond Lee

### Reg 467

Gallagher, Joel D

### Reg 473

Murphy, Casey L

### Reg 463

Ashley, James T  
Bango, Robert J  
Berwald, Tyler J  
Bush, Bobby A  
Cleveland, Brian E  
Eibl, Traivon  
Frary, Matthew S  
Habermann, Christopher J  
Helfert, Marc D  
Holzberger, Steven  
Irving, Jeremy M  
Strong, Charles A  
Whitenack, Lance

### Reg 464

Allen, Thomas E  
Birtch, Michael  
Cole, Hawk R  
Gleason, Timothy W  
Hunt, James W  
Johnson, Dakota D  
Rider, Wayland C  
Thomsen, Joshua L

### Reg 465

Barcus, Paul J  
Ellinger, Michael  
Rood, Michael E  
Shrader, Ryan J  
Tomasko, Richard

### Reg 468

Boyet, Dylan J  
Collier, Robert A  
Fox, KC Elwood  
Hitz, Daniel D  
Jackson, Phil  
Kelso, Ronnie E  
Leffler, Chad  
Lockhart, Tyler J  
Mcgough, Kevin P  
Mitchell, Timothy V  
Morgan, Jamey R  
Page, Brian L  
Pearson, Lonnie D  
Phelps, Jordan W  
Reiter, Jacob G  
Ribaudo, Francesco  
Skinner, Thomas E

### Reg 472

Burczyk, Nicholas R  
Burke IV, Harold V  
Cressley Jr, Scott A  
Gannon, Ryan K  
Hoger, Charles E  
Larkey Jr, William C  
Primrose, John  
Ruiz, Jose  
Schuler Sr, Ryan J  
Shaffer, Christopher S  
Young, Bradley J

### Reg 474

Alvarez Herrera, Jesus  
Cruz Jr, Mauricio  
Cuevas Feliz, Joselo  
Escareno, Edwin  
Rodriguez, Hanssel M  
Torres Ayala, Manuel

## Safety Pays Off!

### Region 464 Safety Drawing

Casey Wygant (below) won 1st prize of a Milwaukee tool set and 3rd prize of a \$150 Arbor Wear gift certificate.

Randall Spots (right) won 2nd prize of a \$300 Arbor Wear gift certificate.

Region 464 holds these drawings for excellent performance in the field and employee appreciation. 🍎



## Allergic Reaction Lessened by Quick Action



On Wednesday, 6/29/22, at approximately 4:00pm, a Nelson Tree Service 55' bucket crew was working in the vicinity of Wright Rd. in Saratoga, NY. This crew makeup consisted of Foreman A, Dennis Fruin, level 3 apprentice trimmer, Jeremy Johnson. At this time, General Foreperson Wayne Kent was parked at the rear of the roadside set up observing the crew from his pickup truck. Upon arrival to this site, the bucket crew had performed an initial worksite assessment. During their assessment, the crew did not observe any bee or wasp activity, however at approximately 4:07pm while performing ground cutting, Jeremy Johnson was stung 2-3 times in the face and neck by white faced hornets. Given that Jeremy has a known allergy to bees and wasps, he immediately called an all stop and informed general foreperson Wayne Kent and foreperson Dennis Fruin of the wasp stings. Prior to this event, Jeremy had made his General Foreperson and crew aware of his allergy due to severe reactions in the past. Jeremy was immediately administered his Epi Pen treatment and, with the knowledge of his previous severe reactions, general foreman Wayne Kent also made the quick decision to provide him with Benadryl that he had on hand. As this was occurring, 911 was also being called for immediate assistance. EMS crews were quick to respond and within 20 minutes, Jeremy was en route to the Saratoga Hospital for treatment in the emergency room. Between the time of the wasp stings and Jeremy's release from the Saratoga Hospital at approximately 10:30pm, he received treatment for a severe reaction to the wasp stings. Jeremy was able to be released and return to normal work the following morning due to the quick reaction and quick thinking on the part of general foreman Wayne Kent. Wayne immediately took control of the situation to get Jeremy quick medical attention, which significantly reduced severity of the potential outcome of this situation. 🍎

## Connect, Learn, and Win!



**Keith Jasmantas** won a Nelson Tree hooded sweatshirt for an awesome job of sending in a variety of content.

Contribute and share news, pictures, stories and you could win our next monthly raffle! 🍎



**Follow us today!**

[www.facebook.com/nelsoontreeservice](http://www.facebook.com/nelsoontreeservice)

## New Regional Administrative Assistants

### Andrea Nino-kunkoski | Regional Administrative Asst. of Region 463



Andrea Nino-kunkoski has been recently hired as the Regional Administrative Assistant to the Regional Manager Mike Taylor of Region 463.

Throughout the course of her career, she has honed her time management skills and delegation abilities. She is known to be an astute problem solver capable of prioritizing and managing complex projects with proficiency.

In her previous jobs, she exercised leadership and communication in contribution with team efforts and organizational improvements. She is open minded and focused on new developments in any field. She also enjoys brainstorming and coordinating efforts to achieve a common goal.

Originally from Bogota, Colombia, her and her family immigrated to NY in 1984, and have lived in several states since. She is currently married to an amazing human being, which she calls her rock. She has three children, two grandchildren, and a chihuahua named Luna.

In her spare time, she likes to meditate, volunteer, lift weights, travel, decorate her home, and spoil her grand kids rotten. Her mother is her hero, and she aspires to be the strong, motivated, and nurturing woman that she is. Her motto in life is, **"Treat others the way you want to be treated."**

Finally, Andrea would like to thank everyone that has welcomed her with open arms; Pat Conti, Dorothea Searles, Sparkle Johnson, and of course Mike Taylor.

### Dorothea Searles | Regional Administrative Asst. of Region 464



Dorothea Searles, also known as **"Dottie"**, has been recently hired as the Regional Administrative Assistant to the Regional Manager Joe Proko of Region 464.

She studied and received her Associates Degree in Business Administration & Management from Katherine Gibb School NYC, She also obtained her certification as a Credential Specialist.

She started her career as an Administrative Assistant. She was promoted to Lead Administrative Assistant, and then to Operations Administrative Assistant. Along the way, she received 22 Bravo's for outstanding performance.

#### A few interesting facts about Dottie:

- She was born in Brooklyn, NY.
- She has two children and four of the most amazing grandchildren; 2 girls and 2 boys. She feels truly blessed.
- She also has four beautiful "fur" babies. She has a Pit Bull, a Boxer, a Bulldog and a Cavalier King Charles.
- She currently lives in Nazareth, PA.
- She bowls two nights a week and holds 2 Pennsylvania state titles
- She loves the NFL, Horse Racing, and Professional Boxing
- Her favorite saying is by Timothy Knight; **"See Tomorrow Focus on Today."**  
Her goal is to boost her time management, take this new challenge and have her work done one day before the deadline.

Finally, Dottie would like to express her gratitude to Elizabeth McDonald and Pat Conti for the great guidance, leadership & skills in training me. Thank you so much!





## ATC Safety Summit



Nelson Tree employees in Wisconsin attended an annual Safety Day event in partnership with our customer The American Transmission Company. Employees were engaged in training topics such as EHAP training, Tension wood mitigation, Storm Procedures, along with Culture and Code of Conduct training. The day ended with a fun Trivia Quiz with all participants taking home some Nelson swag. 🍎



# How are Safety Standards Created and Distributed?

Submitted by **Michael Colantuono** | Safety Director

Employees and their families often wonder where safety rules and regulations are created, or how they are created. It is a great question and has several answers. Many safety professionals and supervisors simply state the rules were written in blood by the workers who were injured in the past. While this is true, that some rules are created as a result of an incident. Other answers are, rules are created by OSHA, and rules are created by a group of industry leaders. Both of these answers are the most correct response.

You may have heard the term ANSI at some point in your career. This term may be most familiar by referencing the safety glasses that are worn every day. Safety glasses must be ANSI Z87.1 compliant. Your hard hat and work boots must meet ANSI standards. These ANSI consensus

standards create many, if not most of the worker protection rules. The individual ANSI committees are an elected body of members that are formed by company employees, manufacturers of the tools and equipment and members of OSHA, leading researchers (college/ university, etc) and other invited individuals based on their expert knowledge. This group of individuals forms the committee membership. This committee then meets for 2 to 4 years to draft the next version of the ANSI standard.

When this draft of the new ANSI standard is completed, the document is then published to the public. Have you wondered where some safety features are derived? For example, the tensioners in the seat belts in your vehicle that lock upon impact and slowly release to decrease the force on your body. Similarly, the fall protection harness



*Many safety professionals and supervisors simply state the rules were written in blood by the workers who were injured in the past.*

and lanyard worn by the bucket operator has a similar feature to decrease the force on the body if a fall out of the bucket were to occur. These safety enhancements were discussed, researched and developed in the ANSI standards committees. There are too many committees to name, so I will only focus on one specific ANSI Standard in this article.

The arborist/tree worker protection document, the ANSI Z133, Safety Requirements for Arboricultural Operations standards committee updates this document every 5 years. The current edition is 2017 and the new edition will be 2023, delayed one year due to COVID. Due to ongoing research at universities and manufacturer improvements, you can expect a few updated requirements to be rolled out. The ANSI standard may identify some improvements in safety equipment, improved safety features, a new rule for new equipment (radio controlled equipment) or some optional rules may now be mandatory. These improvements are promulgated to decrease incidents and accidents and focus on the key focus of “worker protection”. There will be more information to be shared when the 2023 edition is published. 🍏



The current edition of the ANSI Z133 will be updated in 2023.





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# New Recruitment Video is Coming Soon!

Being part of the Nelson Tree family means you enjoy a challenge, being outdoors, and helping those in our communities. And doing it while building a rewarding career is our passion.

Recently we embarked on a project to help convey our story. To show and tell others what it means to be on the Nelson Tree Team. We are excited to say we will soon be releasing our new Nelson Tree Service recruitment video.

**Stay tuned and be ready to watch and share!**

