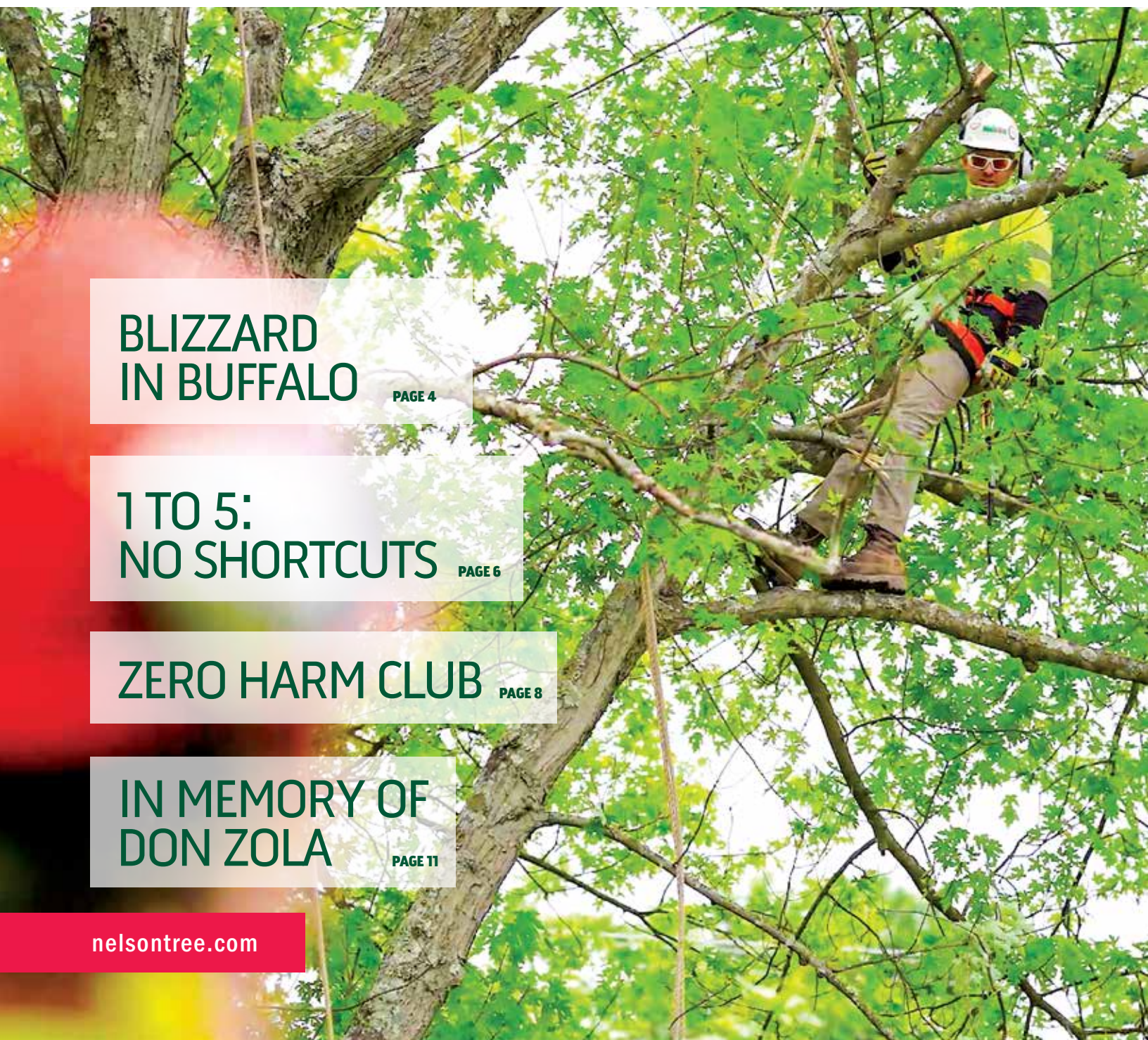




LIFELINE

COMPANY NEWS AND INFORMATION



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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 '22/'23 winter-spring storm season has been a busy one for Nelson crews. From November 30th – March 31st, Nelson provided coverage on 12 storm events which assisted our customers to restore power. On average, 270 Nelson employees have responded to each storm event.

This issue of the Lifeline contains an article from Region 468 GF, Brian Crowder, which summarizes the experience in Buffalo assisting with Winter Storm Elliott. This storm resulted in 395 Nelson employees, from multiple Regions, spending Christmas away from their families in order to help the hundreds of thousands who were without power.

Our response and performance during these storm events paints a good picture of what we've been working on over the past several years.....**CULTURE**.

Think about it. Although the goal and mindset is to have zero incidents, our safety performance as an organization on these storms was pretty darn good. Everyone responding should be proud of that effort. It exemplified Nelson's core cultural belief that "Safety is Fundamental".

A successful storm response requires total team effort. The field can't be successful without the support of the Dayton office. In addition to our field teams working long hours, including weekends and holidays, the Dayton office staff steps up to the challenging demands. This is a team effort, and it is a prime example of our second core belief that "Teamwork Wins". One side can't be successful without the other.

You've all shown "Relentless Effort" on responding to these storms. The efforts don't go without being noticed, especially when it results in power being restored in -25 degree temperatures. It's often not convenient. It's not easy, and it requires sacrifice of personal time.

Our customers trust Nelson to help them in times of need. They've especially trusted us over the past several months, and we're continuing to build a reputation that sets us apart. We're safe. We don't promote or accept shortcuts. We work as a team. We keep at it until the job is finished.

Thanks for all the hard work. 🍏

Tim Powell
President



Blizzard in Buffalo

Story by Brian Crowder

During our trip to Buffalo, NY on December 22nd, Don St. Clair and I each had our own crews. However, the weather took a turn for the worse with a total of 52 inches of snow falling over 4 days accompanied by 60 mph winds, creating blizzard conditions unlike anything we had ever witnessed before. We began working on storm-related outages caused by the snow on the morning of the 23rd, the conditions deteriorated rapidly throughout the day, trapping all of us in our trucks.

Unable to drive due to poor road conditions and zero visibility, we were forced to spend the night in our trucks. However, as fuel levels dropped, we had no choice but to abandon the trucks and seek shelter. Some of our employees found refuge in nearby shelters, fire stations, or businesses within walking distance. The situation was so dire that even 911 stopped taking calls as emergency responders were unable to drive their vehicles due to the continuous snowfall.



It wasn't until Christmas day that Don and I were able to reach the crews and gather everyone safely back to the hotel. The following day, we faced the daunting task of recovering the trucks, which were buried in snow packs that needed to be winched or dug out. Throughout this challenging time, Danny Rhodes, who was with us throughout the duration, made every effort to secure food for us. Despite everything being closed, he took over the kitchen and used the ovens to offer pizzas, box lasagna, or anything else he could find.

For two days, we went without food except for what little we had packed that morning. Once we were able to

recover all the trucks, work resumed, but it was extremely dangerous. Some roads had only a small lane plowed in the middle, while others were untouched. Navigation was difficult, and co-drivers played a crucial role in guiding the way. We encountered uprooted trees, downed power lines, and pedestrians walking in the streets, making our task even more challenging. Overall, it was an unforgettable experience dealing with the extreme weather and its aftermath during our time in Buffalo, NY. So many unexpected obstacles arose, but we were able to overcome them with teamwork and resourcefulness. It was truly a test of our resilience and determination. 🍎



1 to 5: No Shortcuts!

Story by Jim Craner | Corporate Culture Advocate

The first core belief in the Nelson Tree Culture playbook is **Safety is Fundamental**. To bring consistency to the fundamentals and how we perform tasks here at Nelson Tree, the safety team at Nelson Tree developed a handbook with five steps for each work task. We call it **1 to 5: No Shortcuts!**

We believe following a series of steps in sequential order each time a task is completed produces exceptional results. Consistency improves efficiency, eliminates confusion and frustration, and task completion is the same on each crew. Going from step 1 to step 5 with no shortcuts is behavior needed on every job site every day.

Each crew follows the basic fundamentals of line clearance work on every task.

Having a handbook does not mean we have this behavior ingrained into the hearts and minds of our employees. Yes, we have it on paper. Yes, we can talk about it and get it into the minds of our team. But how do you know it's in the heart of the people doing the work every day?

One example is demonstrated by foreman Josh Rine and his crew. Working on the AEP Ohio Distribution

contract in South Eastern Ohio, Josh has stepped up and demonstrated how to embrace change. On his job briefing each day, the crew records the five steps for the task they will be completing that day.

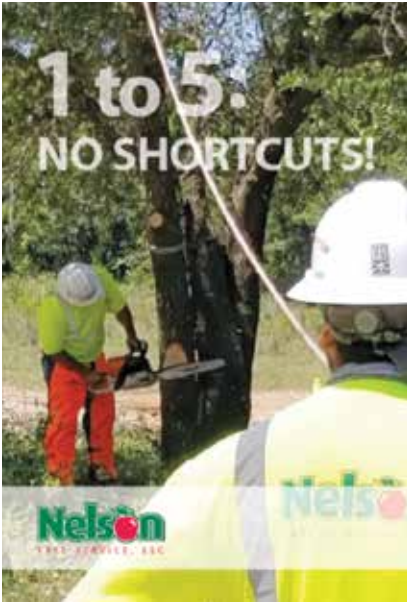
When manually climbing once the task is assigned to an employee. Hazards and mitigations are recorded and then they record steps 1 through 5. No shortcuts are allowed. Each climber completes step one, then moves on to step two, then to steps 3, 4, and 5. No skipping.

When I checked his job briefing, I asked if the crew used the 1 to 5 no shortcuts book. Josh told me at first they did. But after recording and discussing the steps every day it has become a habit, the steps are part of the habit of each climber. Consistently doing the same, safe, methodical process for each tree eliminates confusion, builds confidence, and improves his crew's efficiency.

Another good example of crew members getting involved is demonstrated by Foreman Jared Daily and trimmer Bill Geist. These two employees work on the AEP, Ohio distribution contract in Upper Sandusky, Ohio. Once they began using the 1 to 5 no shortcuts book, they recognized

Left to right: TA Elijah Buckley, Foreman Josh Rine, TB Nate Chambers, and TC Landen Walden

“Nelson Culture clearly defines our 3 core beliefs. Safety is Fundamental, Teamwork Wins, and Relentless Effort.”



the need for a 1 to 5 for flaggers. As Jared and his crew prepared to flag, they wanted to see the 5 steps. Finding none, they approached a safety pro at Nelson and drafted some guidance together. This draft is now in the hands of the Nelson safety team for revision and finalization to be added on the next edit of our 1 to 5 no shortcuts book. Jared and Bill are valuable members of the AEP distribution team willing to step up, take action and make a difference. We asked for people to get involved and these employees stepped up.

Nelson Culture clearly defines our 3 core beliefs. Safety is Fundamental, Teamwork Wins, and Relentless Effort. Crews like the ones mentioned here along with countless others on the AEP, Ohio Contract demonstrate their aligned beliefs through their attitude, actions, and words each and every day.

Culture is not what we say, Culture is defined by what we do. How we treat each other, our customers, and the communities in which we work. Nelson continues to build a culture of caring and professionalism one day at a time. What we believe, and how we behave is producing exceptional outcomes. People build culture and we have the best. 🍏



In the tree: TA Elijah Buckley

On the ground Left to right:, Foreman Josh Rine, TC Landen Walden, and TB Nate Chambers



Randy Leeds (Ret) Crews Zero Harm 2022

The NTS Zero Harm Club

Zero Harm is a saying / slogan you may have heard here at Nelson. A business partner, AEP (American Electric Power) introduced Nelson to this term in 2021. This saying is short and concise, yet says a lot. When your crew, your cell or your Region achieves ZERO HARM; that means the group has had zero incidents that have the potential to cause harm to people or property. Or better said – **ZERO OUTAGES, ZERO INJURIES, ZERO VEHICLE ACCIDENTS** (both at fault and not at fault). These ZERO HARM results can only be achieved by the focused effort of each individual crew member (groundperson, trimmer, foreperson and general foreperson) “doing the right thing everyday – even when no one is watching”. Analyzing the region stats at the GF / Cell level from the past 2 years provided some excellent results within the Nelson organization.

Each year in the Spring newsletter, Nelson will identify three categories of excellence. This recognition is to those groups that have achieved ZERO in the prior year Leadership tracker – October to September of each year. Three levels will be identified.

- **Silver:** ZERO AT FAULT incidents. The work group was not the cause (at fault or creating) of the incident. This group had a successful year and did not have any injuries, but may have had a not at fault vehicle incident.
- **Gold:** Zero Harm (1 year minimum). The work group excelled and achieved ZERO HARM. ZERO OUTAGES, ZERO INJURIES, ZERO VEHICLE INCIDENTS. ZERO across the work group. A tremendous effort.
- **Platinum:** ZERO HARM (Minimum of 100k work hours or 2 years). Same as gold, but for 2 years or 100,000 manhours.

The regions and GF cells recognized on this page have achieved ZERO. Nelson recognizes these groups as leading by example and demonstrating ZERO HARM is achievable in one of the most hazardous occupations in the United States. 🍎

Platinum Club

Region 464
Jared Labrake

Region 474
James Rodgers



Gold Club

Region 460
Andrew Rouse
Josh Dyer
David McMullin

Region 464
Louis Martel

Region 465
Jeff Segee

Region 468
Bryan Holshouser
Shaun Cupp
Allen Ellsworth
Carl West
Derek Buchanan
Bennie Sloan
Mark McCormick
Brian Crowder



Region 472
Randy Leeds
Matt Silfies
Mitch Kunkle

Region 474
Carlos Medina Avilez

Silver Club

Region 460
Alex Dunand
Bobby Page
Oscar Terrones
Pedro Fuentes
Ritchie Tuttle

Region 463
Darek Lavancha
Bryan LePage
Kristi Turudel
Lance Whitenack
Michael Morey
Tad Hamilton
Rick Wright

Region 464
David Franks
Randy Macrabie

Region 465
Jim Cuson
Andrew Condee

Region 468
Brian Page
Brian Robbins
Derek Lamke
Dallas Sessengood



Region 468
Robert Cox
Scott Schurman
Daniel Heider
Aaron Porter

Region 472
Martin Caprood
Kyle Raub
John Carothers
Matt Carter
Jonathon Cueto

Region 474
Juan Rodriguez
Jose Blanco
Pablo Lopez



Compliant vs. Committed

On March 10th 2023 Bobby Page's lot surpassed the milestone of achieving two calendar years with **ZERO HARM**. They achieved this outstanding goal on Nelson Tree's APCO footprint in the Charleston WV area. During the past two years Bobby's lot has responded to numerous local storm calls as well as representing NTS in other areas on major storms. Bob accredits the safety record for his lot with his employee's ability to adopt the "layers of safety" approach to tree work. This method of layering safety is something

Bob learned early in his career and chose to embrace throughout his profession. When it comes to choosing between being committed or complaint, Bobby, and his lot, have obviously, chose to be committed during the past 730 days. Please join us at Nelson Tree in congratulating Bobby and his lot on their success. Will you be compliant or committed on your way to two years with **ZERO HARM?** 🍎



Randy Leeds (Ret) Crews Zero Harm 2022



Matt Silfies Crews Zero Harm 2022



Coddie Goodrich lot

Don Zola

General Foreman, Region 468

Don Zola

passed away on January 5, 2023. He was an integral part of the Nelson Tree team for over 40 years. He was cherished by many and will be greatly missed.

The following article was written by Don and was first published in 2007 for the Lifeline.

The advice he gave and the principles he wrote about are still relevant today and can be applied to the everyday working environment. 🍏

General Foreman Wisdom

Helping the General Foreman Learn from Nelson's Successful and Seasoned Veterans

Featuring Don Zola, General Foreman, Region 468

A 24-year Nelson Tree Service veteran and a general foreman since 1991, aren't the only grounds for selecting Don Zola to be our first "General Foreman Wisdom" contributor. Anyone who has had the pleasure of working with Don

also knows his general foreman performance is extraordinary. Don epitomizes a positive attitude and demonstrates a dedication to Nelson Tree Service's success that is admirable!



Respect

We have all heard the phrase; "You have to give respect in order to get respect." Never is this statement more true than when managing people!

As a general foreman, you must treat your crewmembers with respect if you expect to be respected in turn. The question is, "How do I establish this relationship?"

First, it is important to understand what respect really means. Simply put, respect is paying attention to all crewmembers and always treating your people with consideration and thoughtfulness.

People feel respected when they know they are being heard. Always listen to your crewmembers and never ignore their questions or concerns. When appropriate, always act upon a crewmember's thoughts. This is one of the first steps towards gaining respect and ensuring your men feel like they are a part of the team.

Be considerate. Develop a habit of asking, not telling. A little politeness goes a long way! We've all witnessed the new general foreman with the "I'm the boss and you're

going to do what I say when I say it!" attitude. If this attitude isn't corrected quickly, these types are doomed to fail.

Part of being a respectful and respected general foreman is correcting unsafe work behaviors, habits or violations of company rules. The leadership and direction you provide is critical. Never hesitate to address these concerns immediately. While it is my responsibility as a general foreman to provide constructive criticism and even discipline, it is also my responsibility to do so in a respectful manner. It is demeaning to reprimand an employee in front of his peers. I usually address issues with an employee calmly and privately in the cab of my truck where I keep the Back to Basics sheets and company manuals. I review the rules with the employee, looking them in the eye and making sure that I am understood. I find this is important to permanently correcting unsafe habits.

As a general foreman you also need to understand that you are not disrespecting your men if you

"It is my responsibility as the general foreman to do everything I can to make sure my men return home to their families safe and sound at the end of the workday. When my men understand that their safety is my top priority they will respect my efforts to protect them."

Don Zola, General Foreman

double-check their work. There is an old saying that goes, "Trust but verify." I think those are the perfect words to live by in our industry. My job depends on making sure people are actually doing what they say they are doing!

Developing relationships with your crewmembers based upon mutual respect is the best advice I can give any general foreman. Hopefully, these suggestions will help you to achieve that goal. If you can do this, you're bound to succeed!

Father Son Team

contributed by
Jason Beekley

Jeremy Ingram FA started with Nelson Tree on 5/11/2017. He is creeping in on 6 years as a foreman for Nelson Tree and is a level 1 tree feller. Jeremy previously worked at Asplundh distribution in Ft. Wayne, IN for 14 years.

Jonathan Crouch TB started on 12/13/2021. He has worked through his book and is now in the climber trimmer book and is currently a level 2 tree feller and enjoys working outside. Jonathan looks to be a foreman like his dad.

Trenton Ingram TB started at Nelson Tree on 7/25/2022 and has moved up in his books. He is currently working on his Climber trimmer and has achieved his level 2 status in tree felling training. He says that he and his brother try to push each other to be better.

It's part of the culture to be better than we were yesterday. Striving for excellence.

Our RSS trained Jeremy when they worked at Asplundh together several years ago. The RSS certified Jonathan and Trenton on their level two tree felling. ●



From Left to Right: Trenton Ingram, Jeremy Ingram (Dad), and Jonathan Crouch



Bi-Annual Crew Award

Congratulations to foreman Steve Randall (R) and trimmer Stuart Salerno (L) on receiving the bi-annual crew award with our customer ATC in WI. The merit was accomplished by displaying excellence in several categories including safety and training, crew efficiency, time management, equipment maintenance, and quality of work.

Great job guys! ●



Aaron Porter | New RSS in Region 468

"I started my career at Nelson back in October of 2001 as a groundman at the age of 20. Worked my way through my apprentice stages and became a Foreman sometime in late 2003 - early 2004.

I ran a Climbing crew for a few years and moved to running a bucket crew. I became a General Foreman in 2021 and applied for RSS midway through 2022.

I am married to my beautiful wife Raven, going on 19 years married and together for 25 years. I have 3 young ladies that I have the privilege to call my daughters Noelle, Maya, and Mercy.

My hobbies include but are not limited to Hunting, Fishing, Smoking Meats, and Reloading.

I am always looking forward to teaching the next young man willing to learn more about this industry. I really enjoy teaching something to someone every day, and in return I try to learn something every day. If we open ourselves up to learning something, even from a green hat or the veteran on the lot. You have the potential to learn 365 new things a year and teach 365 things a year. That is a challenge I would present to everyone that took the time out to read my bio.

I would like to thank John Reis, for giving me the opportunity. Michael Colantuono, for helping me with the knowledge and tools needed to succeed in the RSS position. Joel, and the rest of the RSS team for filling in the gaps helping with editing and anything needed. Danny Rhodes, Craig Hofmeister, Ryan Bondy, Gary Allen, and last but not least Bradley Verbowski, for the continued help in 468 on the day-to-day operations and teaching me the in's and out's."



On Monday, January 30th 2023, Region 463 Regional Safety Trainer Dan Curry was awarded the professional field arborist award at the NYS Arborists, ISA Chapter 2023 annual conference in Suffern, NY. The professional field arborist award is presented to an arborist who has made a significant improvement in professional "hands on" tree care, heroism or creating a better field practice. 🍎



Justin Cox

Supervisor on AEP Transmission, overseeing Virginia and Tennessee

"I have approximately 19 years in the industry and specifically seven years with Nelson Tree Service. In my spare time, I enjoy spending time with my family, hunting, and also working on my family's farm. In my nineteen years in this industry I have been fortunate to meet and work with a lot of great people whom have helped me along the way. I would like to take this opportunity to formally thank Kevin Minor and Marco Ward. They both have been influential and instrumental in my development within Nelson Tree. At Nelson Tree, we are family and I am proud to be a part of it in my new role."

Congratulations Justin! 🍎

Injured Red-Tailed Hawk Gets Rescued

Contributed by Daniel P. Laue
Permitting Specialist IV, PSE&G

Due to the diligence and understanding of PSE&G's programs, **Matt Silfies** with Nelson Tree, reached out about an injured Red-Tailed Hawk on the ROW. Through very rapid coordination and expertise in avian protection protocols, EcoSciences via Elizabeth Muller, was able to safely capture the injured hawk and transport it to a rehabilitator where they will give it the best care possible given the circumstances. It seems as though this was a territorial dispute that ended poorly for the Red-Tailed Hawk and not a PSE&G infrastructure strike.

These actions directly align with PSE&G's commitment to the environment and demonstrates the professionalism and expertise our Crews and Consultants have to aid in our successes of that! 🍏





A Potential Disaster Averted!

Contributed by Aaron Porter
Regional Safety Supervisor

While getting fuel, **Josh Aden** noticed a garbage truck pull into the gas station and park at an adjacent pump. Josh and **Nick Moss** smelled something hot and looked at the garbage truck. In a matter of seconds, the garbage truck had flames coming out of the engine compartment as well as from the underside. At this time, Josh notified the driver who was unaware, and he immediately placed the gas nozzles back into the pump. Josh and Nick sprang into action and grabbed two 10 lb. fire extinguishers. Josh was on driver's side and Nick was on passenger side and underside attempting to extinguish the fire. Once the fire was extinguished, Nick and Josh both grabbed 2.5 lb. fire extinguishers in case of a flare up. After assurance that the fire was out with no potential to reignite, the crew left and went to their job site. The general foreman showed up on site and eventually talked to the driver of the garbage truck. He later determined that the truck did not have an operable extinguisher. Luckily, the NTS guys were there. If they had not been, this could have been a tragic event. Kudos to Josh and Nick for their willingness to step into action. 🍏

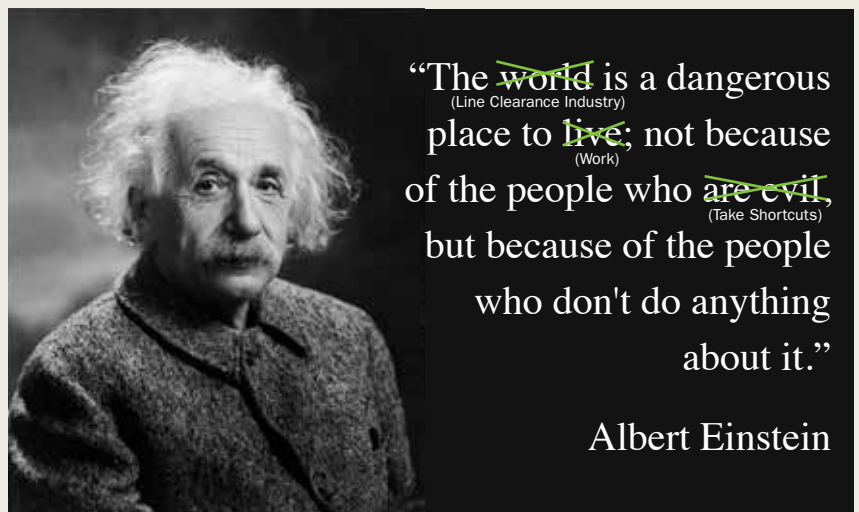
See Something, Say Something, Do Something.

Contributed by Jim Craner
Certified Arborist, CTSP

Einstein recognized the world as a dangerous place to live just like we recognize the line clearance industry as a higher-than-average at-risk working environment.

I crossed out the words "world", "live", and "are evil" and replaced them with "Line Clearance Industry", "Work", and "Take Shortcuts".

Fortunately we have you. Those who go out on the front line everyday with the courage to do something about at-risk behaviors. 🍏



Albert Einstein



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New Recruitment Video is Now Online!

Being part of the Nelson Tree family means you enjoy the challenge of working outdoors while also making a difference in your community. We are passionate about building rewarding careers for our team members.

Recently, we embarked on a project to share our story and showcase what it means to be part of the Nelson Tree team. We are excited to announce that our new recruitment video is now available online. We invite you to watch and learn more about our company and the opportunities we offer.

**Scan with your smartphone camera,
then click the link to view the video
on Youtube. Please feel free to share
on your social media apps!**

