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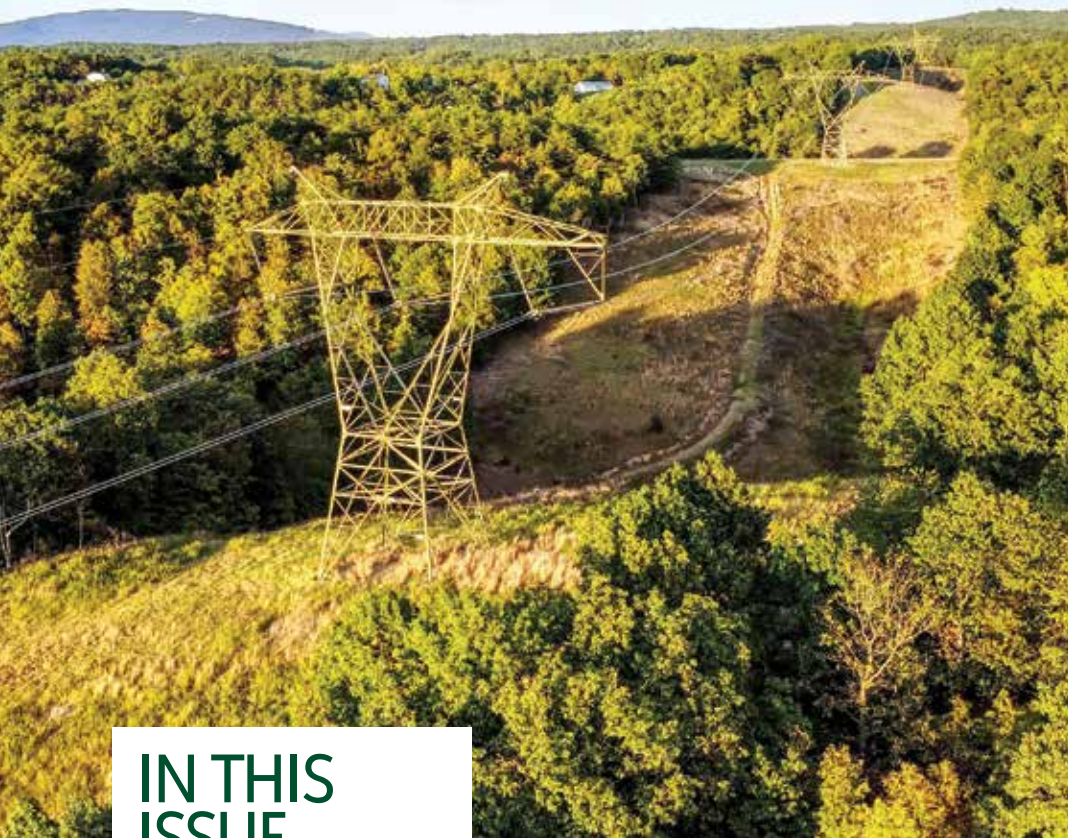
COMPANY NEWS AND INFORMATION

THE POWER OF
POSITIVE CULTURE PAGE 4

THE NTS ZERO
HARM CLUB PAGE 6

...WHAT YOUR
RECORD SAYS... PAGE 7

KEEPING
YOUR COOL PAGE 10



IN THIS ISSUE

Letter from the President

3 - Evolving and Changing

In the Field

- 4 - The Power of Positive Culture
- 4 - Staying Focused. Staying Safe.
- 5 - Feedback From the Field

Safety

- 6 - The NTS Zero Harm Club
- 7- 1000 Days Incident Free

Spotlights

- 8 - Quick Thinking Saves Coworker
- 8 - 44 Years of Dedication
- 8 - Well done, Jo Ann!
- 9 - Culture, Integrity, and Respect

Seasonal Tips

- 10 - Keeping Your Cool

Arborwear

- 11 - Exclusive Pricing on Apparel and Footwear

Social Media

- 12 - Watch and Share Our Recruitment Video!

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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



One thing that can always be counted on is “Change”. Nelson Tree Service has been in business for over 100 years, and continues to grow and thrive in the vegetation line clearance business. As with any successful business, solid leaders are needed to run the business on a day-to-day basis. Nelson works diligently to promote leaders from within the ranks of existing employees who are familiar with our culture. The first few months of 2024 have produced a few major personnel changes. The listing below highlights some of the significant moves.

First, Don Gumble Region Manager 465, was moved over to our parent company, Asplundh. In his new role, Don assumes responsibility for all of vegetation line clearance maintenance work on AEP Ohio Distribution. Don began his career at Nelson in 2001 as a groundman. He worked his way up through the company as a foreman, GF, Regional Trainer, Supervisor, RSS, Assistant Safety Director, and Region Manager. Don did an outstanding job as a Nelson Region Manager handling business on both AEP and First Energy, and this hard work and dedication resulted in his recent promotion.

Secondly, Don’s move to ATE created an opportunity for Kevin Minor to move into the role of Operations Manager Region 465 over Nelson’s business on AEP in West Virginia, Virginia, and Kentucky. Kevin has been with Nelson for over 20 years, and has been a supervisor in Region 465 for the past 5 years. Like Don, Kevin has done an outstanding job, so it was an easy decision to have him assume responsibility over Nelson’s business on APCO and Kentucky Power.

Next, there was movement in the Safety Team at Nelson. Allan Padilla/RSS in Region 474 was also plucked by our parent company for a promotion. Allan earned the position as a Safety Operations Group Auditor due to his solid work and the outstanding safety results in Region 474. Allan’s move to ATE opened the door for Miguel Salmeron Jr to be promoted from GF to RSS.

There have also been several other promotions in the Supervisor and RSS ranks within Nelson. Ben Titus in Region 465, and James Rodgers in Region 474, were promoted to Supervisor. Austin Woodring in Region 460 was promoted to RSS. These individuals have excelled in their previous positions, and have earned the opportunity to advance within Nelson.

Lastly, we had a significant retirement which occurred at Nelson. Jo Ann Swank, who has served 29 years at Nelson as Executive Director of Administration, retired on May 17th. Over the past few years, Jo Ann has worked closely with me and others on the AEP Future of Forestry Program. In her time at Nelson, Jo Ann has dealt with a large portion of people who are reading this article. It’s a loss to an organization when someone with Jo Ann’s knowledge retires, and she will be missed by both the office and field.

As an organization, we are only as good as our frontline field leadership. I want to thank the folks listed above, as well as the other field leaders who contribute every day to the success of Nelson Tree. 🍏

Tim Powell
President



The Power of Positive Culture

Nelson Supervisor Ryan Bondy performed a one hour presentation on Workplace culture at the Wisconsin Tree Care Conference this past February in Green Bay, Wisconsin.

A WAA council member reached out to us and said that one of our customers felt there was a lot of value in sharing our cultural journey with others in the industry.

After the presentation folks from utilities we don't currently work on, and competitors of ours provided positive

feedback on how powerful the information was.

Nelson is helping to lead the charge by showing how a strong culture plays into the overall success of an organization that invests in its most important asset. It's people. 🍎



Staying Focused. Staying Safe.

Austin Woodring is proud to announce his appointment as the next R.S.S for Region 460. This has been a long-term goal for him, greatly influenced by the esteemed James Craner. Safety has always been a passion for Woodring, and with Craner's mentorship, he became a Certified Treecare Safety Professional, marking his first step toward joining an exceptional safety team.

Woodring began his career with Nelson's over 16 years ago as a Groundperson, working on clearing distribution circuits for Anderson Power & Light. Over time, he advanced to the position of General Foreperson under the guidance of another respected figure, Tim Smith. With Smith's leadership, Woodring successfully managed crews for I&M Transmission. Despite the challenges, he always found support within his team.



He expresses immense excitement about joining Region 460's safety team and is committed to upholding the high standards established by his predecessors. Woodring looks forward to engaging with colleagues in the field and emphasizes the importance of staying safe. 🍎

Feedback from the Field

Good afternoon,

My name is Ryan. I am a resident in Medford, NJ. Recently, I received a hang tag on my door from PSEG/Nelson Tree service providing me information regarding work being completed in my neighborhood, more specifically, on my property. Mitch Kunkle left the tag at my door indicating a certain number of trees had been marked on my property that needed to be trimmed or removed due to the proximity to the utility lines. He left a note to contact him with any and all questions. I reached out to Mitch prior to them coming out and he was able to provide me with all the answers to my questions. He was prompt and professional.

Today, I had the pleasure of witnessing Mitch's team in action as they carried out tree service work on our property. Ryan immediately introduced himself when he arrived at my house. He confirmed with me the work he needed to complete and began promptly. From the moment they arrived, it was evident that they were not only highly skilled professionals but also dedicated individuals committed to excellence in their work. They worked quickly and efficiently while completing their task at my property.

Not only did Mitch and his team deliver exceptional results, but they also conducted themselves with the utmost professionalism and courtesy at all times. They were respectful of our property and went above and beyond to ensure that we were satisfied with the outcome of their work. They organized and stacked existing wood from previous damage along with some of the wood that was left behind.

In conclusion, I would like to extend my heartfelt gratitude to Mitch and his crew for their exemplary service at my house. Their hard work, professionalism, and commitment are truly commendable and have undoubtedly earned them the highest praise.

Thank you once again for providing such outstanding service, and please extend my thanks to Mitch and his team for a job exceptionally well done.

Ryan



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 man hours.

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.

This year, the Platinum award category jumped from 3 GF last year to 19 this year, almost 13 percent of our total GFs. 🍎

Platinum Club

Reg 460
Andrew Rouse
Ritchie Tuttle

Reg 464
Randy Macrabie
David Franks
James Mann, Jr.

Reg 465
Christopher Porter
Jeff Segee
Codie Goodrich
Bobby Page

Reg 468
Derek Buchanan
Dallas Sessengood
Bryan Holshouser
Mark McCormick
Brian Robbins



Reg 472
Alfred Ball III
Mitch Kunkle
Matt Silfies

Reg 474
James Rodgers
Juan Rodriguez
Pablo Lopez

Gold Club

Reg 460
Alex Dunand
Rodriguez

Steve Keefer
Michael Kennedy
Marc Mesaros
Michael Parrett
Steven Wright

Reg 464
Sean Woodbridge

Reg 465
Kenneth Collins
Adam Curry
Chris Lyons
Benny Stanley



Reg 468
Richard Schmidt
Shane Frost
Ron Kelso
Erich Pilz
Mark McCormick
Shaun Cupp
Scott Schurman

Reg 472
John Carothers
Anthony Perroti

Silver Club

Reg 460
David Privett

Reg 464
Thaddeus Hamilton
Lance Whitenack
Brandon Barkley
Joshua Smith
Trevor Doring
Brian Cleveland

Reg 465
Jeremy Ennis
Cornelio Jimenez
Camarillo



Reg 468
Bennie Sloan
Allen Ellsworth

Reg 472
Geoffrey Beam

Reg 474
Protacio
Cervantes Tapia
Carlos Ventura



1000 Days Incident Free

Bob Page's lot has reached the milestone of achieving 1,000 days without an incident. Please join us in congratulating him and his team on this hard-earned accomplishment.

When embracing all aspects of the cultural playbook: owning your twenty square feet, 1-5 no shortcuts, doing the right thing even when nobody is looking, BBO, see something, say something, do something, relentless effort... we think everyone gets the idea. Instead, we would like to take this opportunity to thank you and your team for your commitment to your culture. It is obvious you have made it important to make good decisions each and every day, which has disseminated down to your lot.

“You are what your record says you are.”

-Bill Parcells

It doesn't matter if you love or love to hate the former NFL Coach Bill Parcells, the point of the quote above is that you can't hide from your results. This is the type of mindset that Bob Page utilizes to drive results out of his lot on Nelson tree's APCO-WV foot print. On December 6, 2023 Bob and his lot reached the milestone of achieving 1000 days without an incident. Over the last 1000 days Bob's lot has experienced an exponential amount of opportunities to make incorrect decision, but instead during the last 1000 days they have chosen to make the correct decisions every time. It is obvious this lot has rendered decision making an important aspect of their safety culture and embrace it at every turn during the work week. Bob and his lot prefer to operate in an atmosphere that lets them not have to gamble on drawing a red or white bead but instead have created an environment where no red beads exist. One can talk about having culture and

During the last 1,000 days, your lot has had an exponential number of opportunities to make incorrect decisions, but instead, they have chosen to do the right thing every time. You operate in an atmosphere that lets you avoid gambling on drawing a “red or white bead” but instead have created an environment where no red beads exist.

In fear of making this too drawn out, it boils down to, for us, having a culture of making good decisions every day. You have made having a safety culture important, and achieving 1,000 days without an incident is no coincidence. A big thank you to you and your team for making good decisions every day and having CULTURE.



making the right decisions or you can just actually do it. Bob and his crew have made having a safety culture important and achieving 1000 days without an incident is no coincidence. We at Nelson Tree would like to congratulate you and your team for this fantastic accomplishment. A big thank you goes out to your and your crew for making good decisions and embracing the safety culture we promote here at Nelson Tree. You are what you record says and your record says you are. What does your record say you are?

Quick Thinking Saves Coworker

At lunchtime, around 12:10 PM on 3/5/24, Tuesday, Sam Knopsnider was enjoying his meal when a piece of an apple the size of a fingernail became lodged in his throat. He began coughing, and his air passage was quickly becoming blocked. In a swift and decisive action, Alex Oliver grabbed Sam and effectively performed the Heimlich maneuver. Miraculously, the piece of apple dislodged, and Sam was fine. It was an impressive response and a timely, lifesaving maneuver to help a fellow worker. Bravo to Alex for his quick thinking and effective action! 🍎



44 Years of Dedication

On December 23, 2023, Danny Bowman officially closed the book on a rewarding and successful 44-year career in the industry. In his 20 years with Nelson Tree, Danny is an example of what one can achieve with hard work and dedication. He has left a tremendous impact on his teammates, the customers he served, and the entire NTS family.

As he begins the next chapter of his life, all of us here wish him continued success and an abundance of happiness.

Thank you, Danny! 🍎



Well done, Jo Ann!

Jo Ann Swank, who has served 29 years at Nelson as Executive Director of Administration, retired on May 17th. Over the past few years, Jo Ann has worked closely with Leadership and others on the AEP Future of Forestry Program. In her time at Nelson, Jo Ann has dealt with a large portion of people who are reading this article. It's a loss to an organization when someone with Jo Ann's knowledge retires, and she will be missed by both the office and field. **Enjoy your retirement, Jo Ann!** 🍎



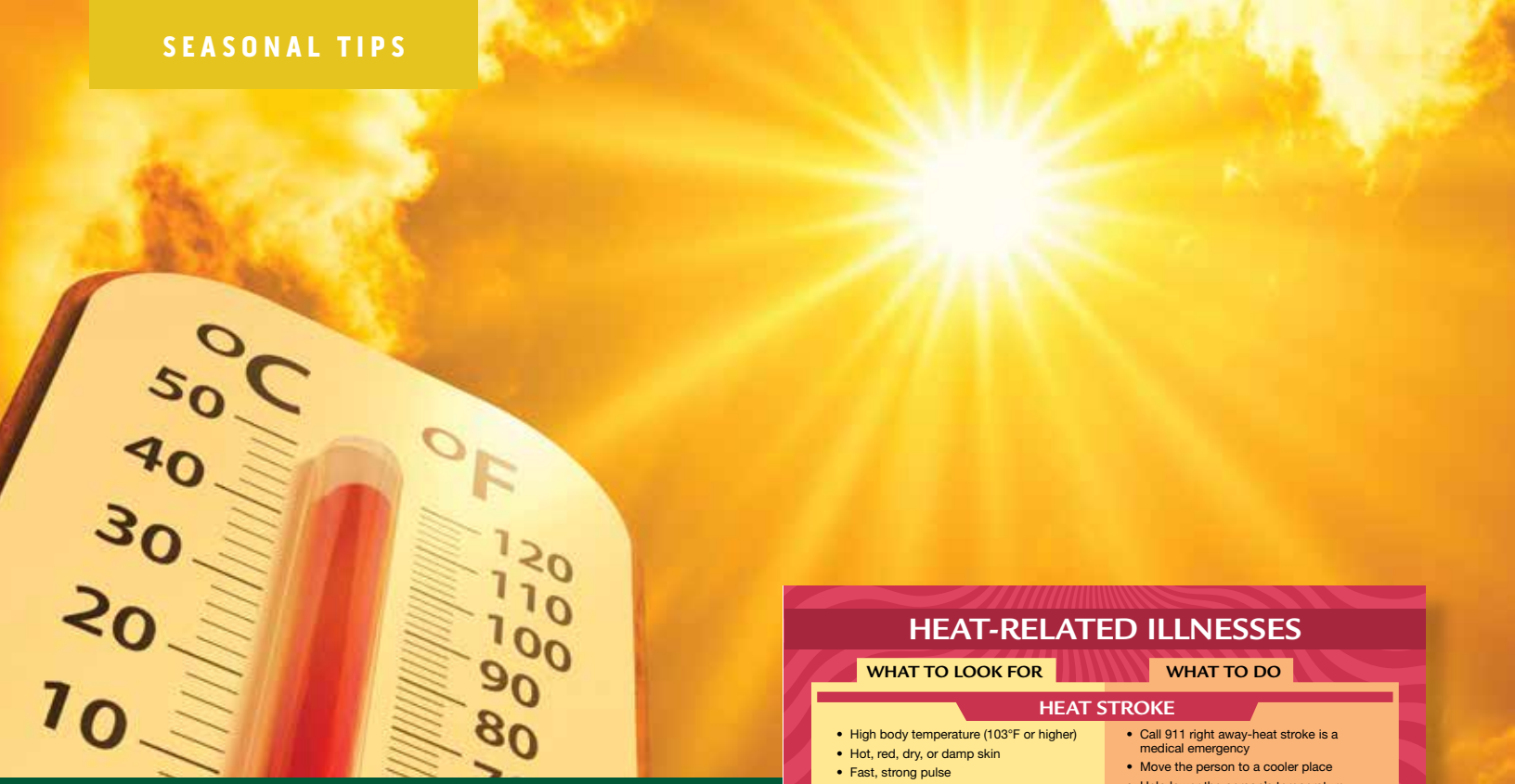


Culture, Integrity, and Respect



Culture plays a pivotal role at Nelson Tree Service, shaping its ethos and guiding its actions. As a company deeply committed to safety, professionalism, and integrity, Nelson Tree Service understands that cultivating a positive and cohesive culture is essential. It not only fosters a sense of belonging among employees but also ensures that everyone is aligned with the company's core values and objectives. The following is a perfect example...

Joshua Huff, Joe Brown, Ryan Richerson, Carson Harris, Trenton Easley, Greg Cooper, Darin Sharp, and Brock Cantrell were flagging on College Rd in Eldorado, Illinois. Shortly after 2:00 PM, the flaggers communicated to the crew that a funeral procession was about to reach the operation. The crew stopped all activity and paid their respects by removing their hard hats and placing them over their hearts. A family member reached out to the utility and NTS, expressing the family's gratitude. This is a true testament to our culture and a great show of integrity and professionalism.



Keeping Your Cool

Working outdoors during the hot weather months requires careful planning and precautions to ensure safety and productivity, especially in the demanding field of tree service. High temperatures and prolonged exposure to the sun can lead to heat-related illnesses such as heat exhaustion and heat stroke. At Nelson Tree Service, we prioritize the well-being of our crew by ensuring they stay hydrated with plenty of water throughout the day, wear lightweight and light-colored clothing to reflect sunlight, and apply sunscreen to protect against harmful UV rays. We emphasize the importance of taking breaks in shaded or cooler areas to prevent overheating. By scheduling strenuous tasks for the cooler parts of the day, such as early mornings or late afternoons, we can maintain the efficiency and safety of our operations.

Our teams at Nelson Tree Service are trained to recognize the signs of heat-related illnesses and respond appropriately. Symptoms such as excessive sweating, dizziness, confusion, and muscle cramps are taken seriously, as they can quickly escalate into more serious conditions. We ensure that our crew members look out for each other, helping to promptly identify and address these symptoms. With our commitment to proper preparation and awareness, Nelson Tree Service ensures that working outdoors during hot weather months is done safely and effectively. 🍏

HEAT-RELATED ILLNESSES

WHAT TO LOOK FOR	WHAT TO DO
HEAT STROKE	
<ul style="list-style-type: none"> High body temperature (103°F or higher) Hot, red, dry, or damp skin Fast, strong pulse Headache Dizziness Nausea Confusion Losing consciousness (passing out) 	<ul style="list-style-type: none"> Call 911 right away-heat stroke is a medical emergency Move the person to a cooler place Help lower the person's temperature with cool cloths or a cool bath Do not give the person anything to drink
HEAT EXHAUSTION	
<ul style="list-style-type: none"> Heavy sweating Cold, pale, and clammy skin Fast, weak pulse Nausea or vomiting Muscle cramps Tiredness or weakness Dizziness Headache Fainting (passing out) 	<ul style="list-style-type: none"> Move to a cool place Loosen your clothes Put cool, wet cloths on your body or take a cool bath Sip water <p>Get medical help right away if:</p> <ul style="list-style-type: none"> You are throwing up Your symptoms get worse Your symptoms last longer than 1 hour
HEAT CRAMPS	
<ul style="list-style-type: none"> Heavy sweating during intense exercise Muscle pain or spasms 	<ul style="list-style-type: none"> Stop physical activity and move to a cool place Drink water or a sports drink Wait for cramps to go away before you do any more physical activity <p>Get medical help right away if:</p> <ul style="list-style-type: none"> Cramps last longer than 1 hour You're on a low-sodium diet You have heart problems
SUNBURN	
<ul style="list-style-type: none"> Painful, red, and warm skin Blisters on the skin 	<ul style="list-style-type: none"> Stay out of the sun until your sunburn heals Put cool cloths on sunburned areas or take a cool bath Put moisturizing lotion on sunburned areas Do not break blisters
HEAT RASH	
<ul style="list-style-type: none"> Red clusters of small blisters that look like pimples on the skin (usually on the neck, chest, groin, or in elbow creases) 	<ul style="list-style-type: none"> Stay in a cool, dry place Keep the rash dry Use powder (like baby powder) to soothe the rash

Source: <https://www.cdc.gov/extreme-heat/signs-symptoms/index.html>

HOW ARBORWEAR PARTNERS WITH NELSON TREE:



1 PPE – Chainsaw Protection

- Pants
- Boots



2 Boot Programs

- Payroll Deduct
- One Time Use Promo Code
- Store Credit

3 Employee Retention Programs

- Safety Awards
- Work Anniversary/ Promotion Kits
- First Aid Kits/Disaster/ Hurricane Kits



4 Communication Systems

SPECIAL PRICING ON PREMIUM SHADE TEES AND PREMIUM SHADE LONG SLEEVE TEES THROUGH SEPTEMBER 1ST

Featuring an improved design with 50+ UPF and a fresh new feel!



Premium Shade T-Shirt
HVSA Class 3
#820610 ~~\$26~~ **\$18**

Premium Shade 2-Tone Long
Sleeve T-Shirt HVSA Class 3
#820611 ~~\$28~~ **\$22**



Visit your company webstore to learn more!
arborwear.com/nelson
password: **nelson**



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Watch and Share Our Recruitment Video!

As part of the Nelson Tree family, you relish the outdoor challenges and the chance to positively impact your community. We are deeply committed to cultivating fulfilling careers for our team members.

In our recent endeavor, we set out to share our unique narrative and illustrate the essence of being a part of the Nelson Tree team. We encourage you to take a moment to view it and then share it on your social media so others may learn more about our company and the exciting opportunities we provide.

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!

