

SAFETY

It is our highest concern.

INTEGRITY *We abide by the highest ethical standards.*

QUALITY *Our service is mission critical to our clients.*

TEAMWORK

It is how we operate.

INNOVATION *We deliver creative solutions for our clients.*

FAMILY *It is our foundation; it is who we are.*



A NEWSLETTER FOR EMPLOYEES & FRIENDS OF **WRIGHT TREE SERVICE & WRIGHT TREE SERVICE OF THE WEST**
FALL 2013

Our family tree

Selfless Through the Storms

Two Wright Tree Service (WTS) employees made front page headlines across the nation on Sept. 13 when they helped rescue a Boulder, Colo., resident from his flood-ravaged home.

General Foreman John Pentecost and Job Planner Nathan Jones were responding to outages for Xcel Energy when a gentleman in desperate need of help flagged them down.

Flash floods had raged through the area, leaving homes, businesses and trees destroyed. Floodwaters and mud surrounded Will Pitner's home at the base of Boulder Canyon, preventing the handicapped man from evacuating. Pentecost and Jones jumped into action, carrying him out of his home and down the street where emergency personnel were available.

The moment was shared across the nation, appearing on the front page of *The New York*

Times, the Minneapolis and St. Paul, Minn., *Star Tribune*, msn.com, yahoo.com, and more.

"We want to recognize these two individuals, as they demonstrated selfless heroic behavior; way to represent Xcel Energy," said Adam Pena, the company's vegetation management supervisor, in an email to Xcel and WTS management.

John and Nathan were awarded the CEO, President and Vice President Challenge Coins for their heroic actions.

"Nathan and John went above and beyond in Colorado and deserve great recognition," said Will Nutter, president and COO of Wright Tree Service.



¿USTED PREFIERE LEER ESTA REVISTA EN ESPAÑOL?



Esta en nuestra página de internet! Escanee el código QR con su teléfono inteligente o dirijase a www.wrighttree.com y haga clic en Newsletter.

Training Tools Spotlight: **T.S.O.F.**

By Jim Lorrigan, Safety Manager

We all know that simply telling someone how to do a task does not replace real, hands-on experience. Training goes beyond telling. There is a proper procedure for high quality training, and following it is vital in our company and our industry.

There are four main parts of this procedure. It doesn't matter if you're training a seasoned employee or a new hire, or whether you're training 20 employees or one; just remember "T.S.O.F."

Often we neglect quality training. We get so focused on starting up a new contract, for example, that we decide to take a few shortcuts. But taking shortcuts can result in new employees injuring themselves or a fellow crew member. Safety is the single most important reason a quality training process is necessary.

Whether you are a crew foreman, general foreman, safety supervisor, or something else, the quality of training you provide matters.

TELL. Tell the employee what the task is.

SHOW. Show the employee how to perform the task.

OBERVE. Watch the employee as he or she performs what you demonstrated.

FEEDBACK. Telling the employee how he or she did is critical. Feedback should be positive and constructive.

Training following the T.S.O.F. procedure should begin on an employee's first day. After 30 days of employment, a performance review is an excellent tool for gauging what the employee has learned and what still needs to be learned through training. Employees themselves should use these performance reviews to their advantage.

Regardless of title or rank, all Wright Tree Service employees need to understand the importance of proper training procedures and work hard to ensure themselves and their coworkers are trained properly. It could make the difference between life and death, and it starts with four steps: T.S.O.F.



General Foreman School

General Foreman (GF) School was held in May and October this year. Congratulations to all participants!

MAY PARTICIPANTS ▼

(Left to Right) Back: Oscar Rodriguez (Lone Star), Robert Spittler (37), Joe Wever (North), Kevin Hough (Central), Jason Dorow (Minnkota), Mike Clark (Lone Star), Jayson Foreman (25), Fred Parker (45), Tom Wipf (Central). Front: Rod Breakfield (Central), Cesar Bustos (North), Thomas Plummer (Lone Star), Chris Lorenz (North), Marvin Johnston (Southwest), Santos Velazquez (Southwest), Jaime Reyna (Southwest), Raul Alvarez (Lone Star).



OCTOBER PARTICIPANTS ▲

(Left to Right) Back: Sie Camacho (Southwest), Chad McMillon (Lone Star), Walmer Hernandez (Lone Star), Erick Palacios (Safety Supervisor, Lone Star). Middle: Brad Shearer (Minnkota), Eric Davidson (25), Joey Williams (45), John Bedsworth (Southwest), Fran Cherek (Minnkota), Dale Stout (North). Back: Jeramie Socey (37), Brian Walker (Southeast), Brandon Dillon (45), Nick Antonini (Southwest), Jason Scott (North), Rob Bellew (Project Manager, North), Eloy Zapata (Southwest).

Challenge Coins

Last year, Wright Tree Service implemented a Challenge Coin program where the CEO, President, Vice Presidents of Operations, and Safety and Risk Managers recognize employees with special coins when they go above and beyond in exhibiting our company's values. Those deserving of the recognition since April include:

PRESIDENT, CEO, AND VICE PRESIDENT COINS

► **General Foreman John Pentecost** and **Work Planner Nathan Jones, Mountain States Division**, for helping a trapped resident out of his home and to emergency personnel during the September Colorado floods (see cover page). John and Nathan were awarded three times over!



SAFETY COINS

► **General Foreman Tom Wipf, Central Division, General Foreman Fred Parker, Division 45, and General Foreman Jason Dorow, Minnkota Division**, for achieving the best test scores on the Performance Test taken during General Foreman School in May.

► **General Foreman Mark Pitt and Foreman Dax Miller, Division 45**, for their response to a crew member who needed medical treatment.

► **Safety Supervisor Ben Isbell, General Foreman Brian Smith, and Trimmer Garrhett Gretzinger, Minnkota Division**, for acting as first responders to a car accident (see page 11).

► **Marketing and Communications Manager Brescia Berg** for her outstanding work on the Wright Tree Service safety video.



From the Treetop

By Rocky Palmer, Risk Manager



Have you heard “The Z” mentioned on the job or in the office at Wright Tree Service? “The Z” is a nickname for ANSI Z133, a standard that our industry must follow. I’d like to take this opportunity to explain what “The Z” is, and more specifically, how the standard affects your day-to-day job.

ANSI stands for the American National Standards Institute, which is an organization that creates consensus standards for all industries in the United States. The Z133 number was assigned to cover Arboricultural Operations – Safety Requirements. Portions of the standard have been adopted by the Occupational Safety and Health Administration (OSHA). If OSHA does not have a code to address a specific part of an industry, they look to ANSI for clarification or direction.

The committee members who direct the ANSI Z133 standard include representatives of industry, labor, the academic community, government, equipment manufacturers, insurance carriers and other interested experts of the arboricultural industry. Wright Tree Service is a voting member of the committee.

So, are you wondering why you should know about “The Z”? ANSI Z133 exists to help employees make the safest decisions on the job site by outlining the safest way to go about our day to day jobs.

When the committee members meet, they evaluate the standard to determine if all areas of risk associated with arboriculture operations have been addressed. If they identify an area that has not been addressed, a subcommittee meets to develop language that succinctly states what is to be done to reduce or eliminate a risk.

A lot of thought and consideration is put into the wording of each part of the standard. The committee even differentiates between the words “should” and “shall.” They use the word “should” if arborists have a choice in the matter, and “shall” if it is a mandatory action. For example, under section 4.2.5, the standard states, “Qualified line clearance arborists and line clearance arborist trainees shall maintain minimum approach distances from energized electrical conductors.” This is a mandate and therefore is not intended to be a choice.

After discussion of the wording, a vote is held to determine if it is acceptable to the 40 or so voting members. The final approved standard is intended to help each qualified line clearance arborist and arborist trainee to work as safely as possible.

From the perspective of safety at Wright Tree Service, we understand that culture drives the choices each of us make every day. We are fortunate that we have access to a consensus standard that addresses the needs of our business and can help each employee make the right choice, rather than what could be the wrong choice on their own, which could injure or harm our employees. The company makes the Z133 standard available to all employees in the Wright Tree Service Foreman’s Manual.

The standard is based on injuries of the past and is intended to help us prevent injuries in the future. In order to do this, however, each of us needs to take the time and put in the effort to become familiar with the standard.

ON THE MOVE

Congratulations to the following employees who were recently appointed, promoted and certified!

NEW SAFETY SUPERVISOR

► Erick Palacios, Lone Star Division



NEW ISA CERTIFIED ARBORISTS

- Paul Mitchell, Safety Supervisor, Central Division
- Joseph Wewer, General Foreman, North Division
- Anel Rivera Jr., General Foreman, Division 45
- Douglas Royal, General Foreman, Division 45
- Nick Antonini, General Foreman, Southwest Division
- Imber Ivan Hernandez, General Foreman, Lone Star Division

NEW GENERAL FOREMEN

- Nick Henderson, North Division
- Miguel Marquez, North Division
- Eric Davidson, Division 25
- Mike Fisher, Division 25
- Andy Brown, Southeast Division
- Cesar Omar Garcia, Division 45
- Keith Jackson, Division 45
- Favian Aguilar, Southwest Division
- Rogelio Arredondo, Southwest Division
- Dusten Hall, Southwest Division
- Felix Hernandez, Southwest Division
- Walmer Hernandez, Lone Star Division
- Chad McMillon, Lone Star Division
- Dave Horn, Minnkota Division
- Brad Moreland, Minnkota Division
- Joe Taylor, Minnkota Division



NEW ISA CERTIFIED ARBORIST UTILITY SPECIALIST

- Wayne Fancher, General Foreman, Minnkota Division

MOVIN’ IN THE CORPORATE OFFICE

- Melissa Swanson, Payroll and Billing Team Lead

CORPORATE OFFICE

In Memory

John Margeson

Wright Tree Service sends condolences to the family of the late John Margeson, who was Vice President of Business Development at Wright Tree Service from January 2002 to September 2005. John passed away on July 15, 2013, at the age of 60.

CORPORATE OFFICE

“Kudos” for a Job Well Done

Consumers Energy extended “kudos” to Assistant Payroll and Billing Supervisor Bonnie Strom for her exceptional work supporting the Wright Tree Service contract. “[We] have enjoyed working with Wright over the years,” they said. Great work Bonnie!

John Wright Memorial Scholarship ▶

Luke Becker, a junior studying Horticulture at Kansas State University, wrote a letter to Wright Tree Service to say “thank you” for the John Wright Memorial



Scholarship he was awarded this year through the TREE Fund. “With your kindness and charity, you help school be that much more affordable,” Luke wrote.

CENTRAL DIVISION AND CORPORATE OFFICE

Top Workplace

In September, the *Des Moines Register* announced its Top Workplaces in Iowa, and Wright Tree Service ranked number 41 in the small-sized business category. Rankings were based on results of employee engagement surveys, which corporate office and Central Division employees based in Iowa completed. “I think I speak for all when I say we should be very proud of this recognition,” said Marketing and Communications Manager Brescia Berg.

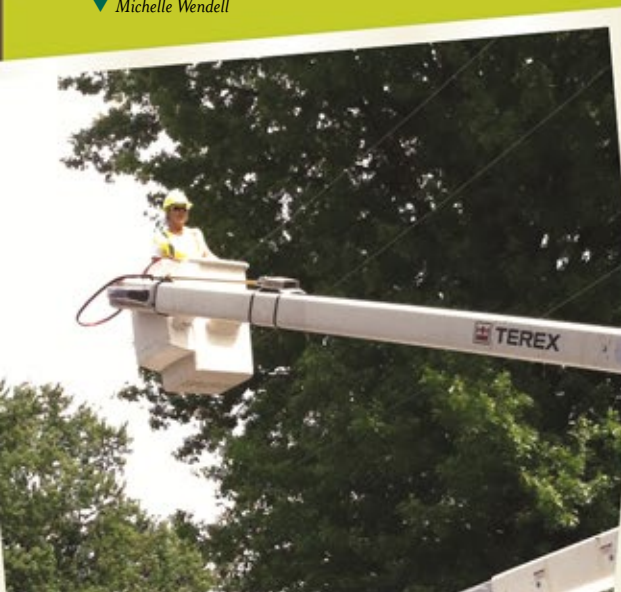


CORPORATE OFFICE

Field Training

On July 10, Controller Jon Hicks, Human Resources Manager Michelle Wendell and Marketing and Communications Coordinator Jenna Mushro stopped on a trip through Omaha, Neb., to get some first-hand field experience with Wright Tree Service crews. Jon, Michelle and Jenna even had the opportunity to experience the thrill of going up in a bucket truck!

▼ Michelle Wendell



◀ Jenna Mushro

CENTRAL DIVISION

"U Rock"

Wright Tree Service received the Omaha Public Power District (OPPD) Customer Service "U Rock Award" for the month of August. The OPPD Call Center's "U Rock Award" program recognizes great service customers call in about. Way to go!

NORTH DIVISION

Giving Back

Six North Division crew members volunteered on short notice to assist a family who had a member serving overseas in the military. The family had a tree limb that touched a phone and cable line and pushed on an electrical service line. The *Peoria Journal Star* had a reporter present who wrote an article on the crew members, including General Foreman Miguel Marquez, Foremen Marvin Miller, Tim Cart and Phillip Sayles, and Trimmers Edwin Kozel and Terry Richards. ▼



CENTRAL DIVISION

Expression of Courtesy

The manager of the Overland Park Golf Course in Overland Park, Kan., passed on compliments of crews who had pruned along power lines in a heavily wooded area near the course. Two neighbors called the course to express their appreciation and highlighted the courtesy of the crews. "Both homeowners just couldn't say enough good things about the work," wrote the manager. Crew members deserving of this compliment include Foremen Tommy Pearson and Carlos Torres, Trimmers Lorne Williams and Blake Firestone, and Groundmen Trevor Anderes and Lance Jones. The crew is led by General Foreman Ray Wolken.

Nothing but the Best

A Kansas City Power & Light customer enjoyed having a crew on his property, saying, "They were the best and most informative tree crew I have ever met." He continued to compliment the crew by saying they were all very polite, diligent and kept safety as their number one priority. "On a scale of 1 to 10, I give them a 15." The crew consists of General Foremen Ray Wolken and Kevin Hough, Foremen Tommy Pearson and George Gorton, and Groundmen Lance Jones and Trevor Anderes.

Making a Difference

A teacher from Paola Middle School in Paola, Kan., wrote a letter to a crew expressing his gratitude for their help with the school's community garden project. The crew helped supply the garden with mulch and took the time to relay their knowledge of best practices for their project. "Their efforts aided us in making our community a better place and in the process, improved the lives of my students; there is no greater need," he said. The employees who helped with this project are Foreman Osby Pendleton and Groundman Shane Franey, under the direction of General Foreman Scott Hoyt.

Above and Beyond

Crew members on Kansas City Power & Light property routinely hang comment cards on customers' doors after work is complete. Under the direction of General Foreman Bill Wood, Foreman Carlos Baca and Groundman Corey Wagoner received a compliment from a customer in North Kansas City, Mo., on one such comment card. "Carlos and Corey were great! They respected my investment in property maintenance and went above and beyond to clean up," wrote the customer. When asked to evaluate the property's condition after the tree work, he said the crew was very friendly, courteous, and earned a score of perfect 5s.



NORTH DIVISION

Appreciation

"I appreciate the ethics you live and work by. The crew who did the difficult work on my property was excellent!" This is what a customer wrote after a successful project completed by General Foremen Ron Horn and Nick Ditta, and Trimmer Bob Bowers, in cooperation with Ameren Forestry Supervisor Ron Roof.

Pride

A crew working on an Ameren customer's property received thanks for doing extraordinary work. "They seem to take pride in the assignment," the customer wrote. He was very impressed with how the crew raked, cleaned, cut and stacked debris neatly in the corner of the yard, making sure not to block walkways. Way to go, General Foreman Cesar Bustos, Foremen Joel Aponte and Eder Torres, and Trimmers Russell Cooke, Juan Carlos Maldonado and Ken Mange!

A Thoughtful Response

General Foremen Ron Horn and Nick Ditta and their crews were quick to respond to a customer issue on an Ameren Illinois property. The customer thanked them for being respectful, polite, knowledgeable, positive and professional. Crew members include Trimmers Bob Bowers, Andy Yoder and John Kerst.

Careful Work Commended

A customer from Decatur, Ill., called in to say that Wright Tree Service did a fantastic job of being careful on the job, even in a tricky area. The crew members commended for their great work, under the direction of General Foreman Joe Wewer, include Foreman Neal Elliott and Trimmers Spencer Walker and Dustin Gregory.

DIVISION 25

Excellent Service

"Your crew did an incredible job taking down the trees, cutting up the wood and stacking it, and removing all the small branches on my lawn." These words are from a customer in Haslett, Mich., who wrote in to express his thankfulness for crews keeping his property clean and free of debris. Deserving of this compliment are Foreman Ron Carman and Trimmer Richard Denter, under the direction of General Foreman Ken Carman.

Putting Out a Fire

A crew driving along a highway noticed a large load of hay that had been ignited along the roadside. They immediately pulled over and put out the fire with the extinguisher kept in their truck. The outstanding crew consists of Foreman Steve Westercamp and Trimmers Jason Wisby, Doug Wisby, Andrew Farquer and Greg Gayhart, who report to General Foreman Eric Davidson.

Phenomenal Communication

Crews under the direction of General Foreman Angel Rodriguez and Mike Fisher were congratulated by Kentucky Power on a job well done at a work site where trees that had fallen on power lines across the road. Upon seeing the minor storm damage, Angel contacted two additional crews to expedite service restoration. "I would like to commend Angel and his workers on the level of safety," said Ryan Rowe from Kentucky Power Forestry. "I saw them committed in both job site setup and work practices. Also, the level of communication was phenomenal." Crew members include Foremen Chad Chaney and Samuel Thacker, and Trimmers Jonathan Meece, Bill Ratcliff, Jordan Hackney, Sean Charles and Joe Bevins.

MOUNTAIN STATES DIVISION

Polite and Professional

An Xcel Energy customer from Evans, Colo., called to compliment Job Planner Joe Valdez on his polite and professional manner. "He took time to explain the process and had very good customer relations," said the customer. Joe's General Foreman is Jarrod Johns.

PACIFIC DIVISION

Excellent Attitude

A Eugene Water and Electric Board customer commended crews on how responsive and respectful they were. "They spent a good amount of time discussing and explaining things to us," said the customer. "They consistently have a good attitude and approach." The customer went on to say they were happy the crews directed traffic around their trucks while work was being done.

Valuable Attention

Crews were recently complimented by a Eugene Water and Electric Board customer on superior expertise, communication and sensitivity. "We really appreciate the careful and valuable attention they had," said the customer.

Recognition

A Eugene Water and Electric Board customer called in to compliment a crew for "leaving the property in cleaner condition than when they arrived." The customer was appreciative of the crew, under the direction of General Foreman Gavin Thompson, which includes Foreman Kyle Richardson and Journeyman Juan Delgado.

High Regards

"I would like to lend my highest compliment to the crew's skill level and professionalism. They went above and beyond my expectations," said a Eugene Water and Electric Board customer. The customer complimented Foremen Max Circle and Josh O'Connor and Trimmer Joe Bickel on a job well done. The crew is led by General Foreman Gavin Thompson.

A Positive Result

A Eugene Water and Electric Board customer wrote to compliment crew members Foreman Hugo Pulido and Journeyman Joel Toledo, under the direction of General Foreman Gavin Thompson. "My experience with your crew was nothing but positive," said the customer. The customer said the crew kept her informed of the process, addressed her concerns and reviewed their plans before they started to prune.

Taking Time

As a crew was performing work on a Eugene Water and Electric Board customer's property, a mother and her son stopped to watch the work. The crew stopped to talk to the young boy, gave him earplugs, and explained their job. "Thanks for taking time to talk with him," said the mother. "I just wanted to let you know how much he loved the earplugs. He tells everyone they are from his 'tree guy' friends."



MOUNTAIN STATES DIVISION

In the News

General Foreman Glen Crabtree was interviewed by a Wyoming newspaper in October about how heavy snowfalls could affect power outages. "If the weather's too miserable to really work and the utility needs somebody, we will work with the utility side by side to get any downed lines back up," Glen said. Glen went on to explain some challenges of heavy snow and his recommendations for preventing outages.

DIVISION 25

To the Rescue

Shortly after a homeowner, who was riding an ATV, showed Foreman/Equipment Operator Darryl Sizemore how to access the right-of-way on his property, Darryl heard him yelling for help. He found the ATV flipped over in a large ravine, and the homeowner pinned underneath it. Darryl proceeded to lift the ATV off of the man and carry him to his home, where he called an ambulance. Darryl's quick action to help the man out of danger showed heroism and courage. Darryl works under the direction of General Foreman Eric Davidson.

◀ Darryl Sizemore

WRIGHT TREE SERVICE OF THE WEST

In the Clear

Wright Tree Service of the West performed "Public Safety and Reliability" for PG&E, which includes work that is done beyond routine tree pruning along utility lines.



▲ After work was complete

Before ►

WRIGHT TREE SERVICE OF THE WEST

Tops Off

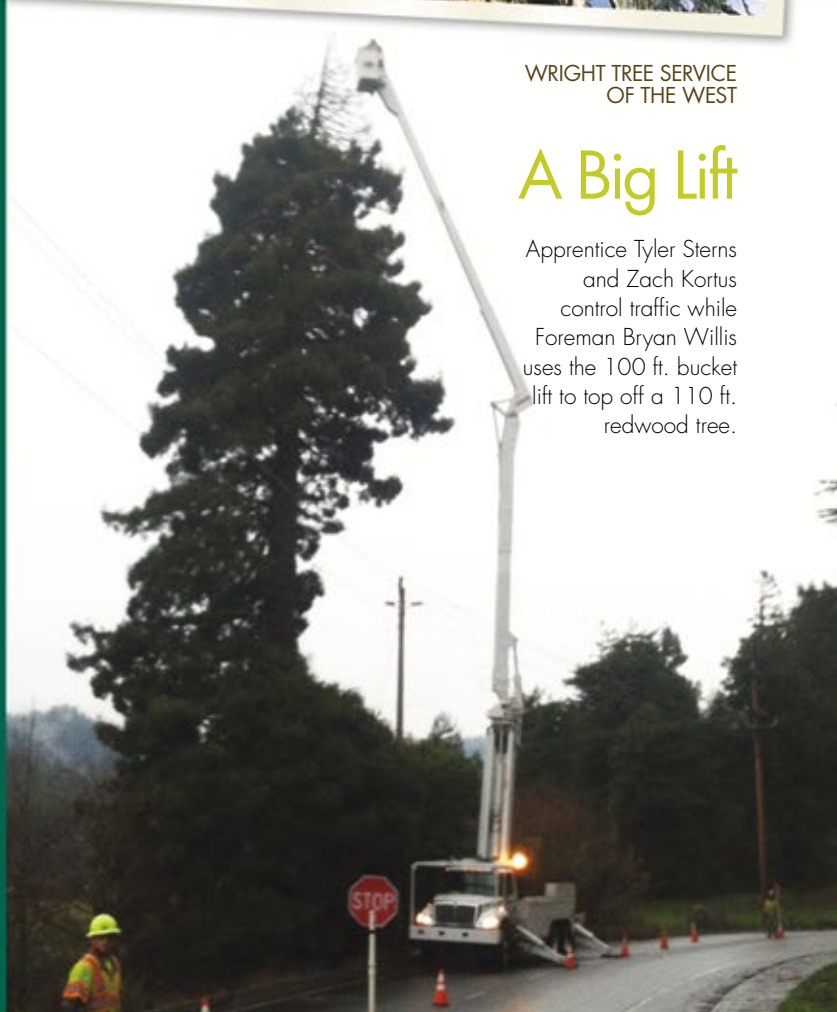
Wright Tree Service of the West Foreman Wes Hatch removes the top out of a 120 ft. grand fir tree, which was growing into PG&E 60kV transmission lines.



WRIGHT TREE SERVICE OF THE WEST

A Big Lift

Apprentice Tyler Sterns and Zach Kortus control traffic while Foreman Bryan Willis uses the 100 ft. bucket lift to top off a 110 ft. redwood tree.



DIVISION 45

Heroic Act

When a woman's car stalled on the highway, General Foreman Joey Williams helped move her car back into her driveway. "I had at least eight vehicles pass me by without stopping to help," said the woman. "Then a Wright Tree Service truck stopped. I am very grateful for this young man."

Wonderful Work Ethic

A Consumers Energy customer wrote a letter to express how impressed she was with the work Wright Tree Service performed. "We were impressed with their work ethic and safety precautions, as well as their politeness toward us," she wrote. The customer continued to say that she learned a lot about tree removal best practices, and that the men worked diligently and well as a team. The crew members involved are Foreman Ryan Partin and Trimmer Corey Pomeroy, led by General Foreman Brandon Dillon.

The Power of Professionalism

A crew's professionalism was highlighted by a customer on a LG&E/KU property in Louisville, Ky. "I have lived here 13 years, and no one has cleaned up our power lines like you guys!" wrote the customer. "The guys you have here were friendly, fast and do a

great job." The customer also mentioned the crew members were professionals in every aspect of their work and were greatly appreciated. Deserving of this compliment are General Foreman Pedro Hernandez, Foreman Melvin Herrera, and Trimmers William Cose, Erik Fonseca and Eleacer Torres.

SOUTHEAST DIVISION

Professionalism at its Finest

An Electric Power Board customer wrote in to compliment a crew that performed exceptional work. The crew, led by General Foreman Erik Sveum, includes Foreman Chris Thompson, Trimmer Carlos Rodriguez and Groundman Robert Brown. The customer wrote, "We appreciate their dedication and professional approach to providing excellent customer service."

Beyond Expectations

"The members of the crew were so courteous and personable. The result of this experience is more than satisfactory. We are grateful to everyone who had a part in it," wrote a customer from a Gulf Power property in Pensacola, Fla. The crew, under



Creepy Creatures

Southeast Division General Foreman Jim Swisher was working on a job in Pueblo, Colo., when he spotted a tarantula crawling up beside him!

SOUTHWEST DIVISION

Removing a Threat

The words polite, professional and helpful were all used by a customer on an Austin Energy property to describe a crew's work. He complimented them for "taking a serious situation and removing the threat" of a dangerous tree limb. The customer wrote to thank General Foreman Eloy Zapata, Work Planner Domingo Robledo, Foremen Otoniel Vasquez and Robert Garcia, and Trimmers Ranferi Lopez and Oscar Collazo Maldonado.

Respectful Service

A tree was removed from a Cookston Hills Electric Cooperative property, and a customer representative had nothing but great words about the crew that performed the work. "I believe they treat people's properties with respect and leave the job site in excellent condition, just as if it were their own yard," she said. The crew members involved in this effort are Foreman Robert Kilpatrick and Trimmer Robert Kilpatrick III, who report to General Foreman Scott Ogden.

General Foreman Brian Walker, include Foremen Dennis Rushing and Terry Cabana, Trimmer Kelly Walker, and Groundmen Jonathon Wells, Zachary Herendeen and Victor Guzman.

Impressed by Many

The mayor of Lakesite, Tenn., called in to compliment Foreman Chris Thompson and his crew, Groundman Robert Brown and Trimmer David Roach, for doing an all-around excellent job. He said the crew was professional and cleaned up after they were finished with the job, and there were several positive comments about the crew from citizens of Lakesite.

Exceptional Service

A customer on Gulf Power property wrote a thank you to General Foreman Brian Walker and his crew for pruning trees along lines in Ellyson Industrial Park in Pensacola, Fla., and working well with the neighborhood residents. Brian, along with Foremen Billy Fitzsimmons and Horace Shelton, were appreciated for taking time to do such great work.

SOUTHEAST DIVISION AND DIVISION 25

In the News

Regional Manager John Hurst was featured in a "Utility Arborist Profile" in the September/October edition of the *Utility Arborist Newslines*. In the profile, John discusses his greatest challenges, mentors in the industry, special interests, and even shares some advice.

Utility Arborist Profile

John Hurst
Eastern Regional Manager,
Wright Tree Service

Education
I attended Grandview College in Des Moines, Iowa, in 1966 and studied pre-veterinary medicine. In 1980 I studied finance at Northwestern University in Evanston, Illinois.

Job History
In 1973 I joined Wright Tree Service as an equipment operator. In this position I mainly worked with a hydro ax machine in Oklahoma, just outside of Tulsa. For a brief time I left to do technical work, and I re-joined the company in 2000. At this time, I was the project manager for Indiana. A few years later, a new division was created, and I was promoted to division manager of this area. In 2012, the company decided to create positions for regional managers, and I was promoted to the eastern regional manager.

I have gained a wide variety of skills in the field of arboriculture from my many years of experience, from labor intensive work such as chipping brush, to running mechanical equipment, to managing crews and contracts.

Current Responsibilities
As a regional manager, I am responsible for overseeing field operations in my area. In addition, I work to expand our work with existing and future customers, from Ohio east to the Atlantic Ocean and south to the Florida panhandle. The ISA and

Business. These days, utility vegetation management is less about basic operations and more about interactions with customers. If that is successful, the business part will fall into place.

Greatest Challenge
As much as I focus on our goals, there are always challenges that come up along the way. Obviously, many things have changed since I joined Wright Tree Service in 1973, and the challenges are very different. Trees are trees, but there are many aspects that constantly change about them, and about other parts of how we do work in this industry. Competition is growing, profit margins are shrinking, and companies are merging and looking for new types of work and more efficient procedures. We communicate online more and in a certain way in person, and cultures are becoming more diverse. Because of the communication and culture changes, we have to learn how to deal with homeowners and others differently. I learn more about technology as it advances, but computers today definitely aren't what they were when I first started working! I believe that when people don't know a lot about something, they fear it. I have learned to not be afraid of new advancements and instead enjoy the advantages they give our industry.

Special Interests
Some of my hobbies include woodworking, metalworking, gardening, and keeping up with the stock market. I like to keep busy finding new activities and experiencing new challenges. When I had trouble finding someone to do my own finances, I went back to school to learn about finances and decided to get a stockbroker's license. Some friends and I still enjoy keeping up with the stock market and dabble in it from time to time. Few people know I am also a licensed real estate agent in Indiana. When I wanted to buy a property and couldn't find the right agent, I decided to go back to school to become a licensed real estate agent and take care of the job myself.

How can you get involved in USA?

SOUTHWEST DIVISION

A Brush With Kindness

Division Supervisor Afton Stanko led several crews in volunteering for Habitat for Humanity's "A Brush With Kindness" event in Joplin, Mo., on Sept. 21. The crews used bucket trucks and grapples to remove hazardous trees for residents who couldn't afford to remove them. Afton and his crew were also featured on the local news station. Volunteers included General Foremen Jeremy Shrum and Larry Bryant; Foremen Josh Sullivan, William Ziemianin, James Standlee, Kenneth Bridges, Frank Henson and Buddy Lichlyter; Trimmers David Eads, Juan Ferrerdelgado, Alan Dees, Jordan Harrison, Cal Smith and Keith Standlee; and Groundman Dakota Grantham.

Volunteer crews gather for a group photo before starting to work. ▼



Foreman Buddy Lichlyter



All Around Terrific

An Austin Energy customer wrote, "I just want to thank you for sending [General Foreman] Santos Velazquez to trim my trees. He did such a great job taking care of all my concerns, had great communication skills, and just did an overall terrific job."

Superior Job

A customer called in to extend his gratitude to a crew who worked on his property and did a superior job. The customer said the crew was very devoted to their work and left him impressed. This job was completed by General Foreman Eloy Zapata and his crew, Foremen Otoniel Vasquez and Jose Ochoa, and Groundmen Antonio Gonzales, Ranferi Lopez and Reynaldo Conejo.

▲ Crew on the News

At the end of May, storms in Northwest Arkansas caused significant damage. Multiple power lines and trees were knocked down, and storm clean-up by Wright Tree Service made it on the news. Foremen Fred Clark and James Stults and Trimmers Abernathy Glass and Clifton Ross were the crew members on camera, under the direction of General Foreman Scott Ogden. Great work!

▲ Knowledgeable Experts

An article in *Minnesota Power* titled, "Employees get to the root of many issues at Tree School" highlighted then Division Manager Ken Venzke and General Foreman Brad Shearer. The Tree School, organized by System Forestry, took place in May, and Ken and Brad took part by answering questions and helping attendees understand how to manage trees and other plants, whether under a major transmission line or in a customer's backyard.

LONE STAR DIVISION

Appreciative of Efficiency

A customer on Oncor property called in to compliment General Foreman Carlos Hernandez and his crew on how courteous and polite they were while performing tree work in her backyard. The customer also described the crew as clean and efficient. Crew members includes Foreman Jesus Orellana and Trimmers Carlos Salmeron, Juan Mercado and Jose D. Lopez.

Settled the Storm

In May, there was a record-setting snow storm in Minnesota, and a customer on People's Energy Cooperative property was thankful Wright Tree Service was on the job. "They did a perfect job. They were polite, professional and worked to please the landowners," wrote the customer. The crew includes Foremen Erik Herberg and James Williams and Trimmers Karl Erie and Charles Anderson, who report to General Foreman Scott Schweisthal.

MINNKOTA DIVISION

For a Good Cause

The Carpenter Nature Center located in Hudson, Wis., thanked Wright Tree Service for a generous donation of wood chips for use on their grounds. Foremen Marc Doppler, Anthony Lent, Rafael Cerrato, Mark Frank, Erik Herberg, Herman Ohr, Anthony Ohr, Ivan Hernandez, Jorge Campos, Arnulfo Flores and Byron Stahl made this donation possible. These crews are led by General Foreman Scott Schweisthal.

Commending Superior Work

A customer on Xcel Energy property was very impressed with a crew's work clearing branches from a fallen elm tree off of a power line after a big storm in June. The customer said that they would recommend the crew to anyone in a heartbeat. "They not only cleared the branches off what was asked in the job description but went above and beyond," he said. They also cleared the fallen branches around the customer's garden shed and fence, which was buried and hard to get to in the yard.

Proactive

Job Planner Ryan Johnson deserves kudos for spotting a tree that was damaged by beavers and had to be taken down manually. Without the crew's proactive action, the tree could have fallen into power lines, causing catastrophic damage. The crew involved also includes Foreman Cory Pepin and Justin Bittner, and Trimmers Brett Thornblad and Kevin Bothner, who report to General Foreman Jeff Harris. ▶



MINNKOTA DIVISION

Operation Timber Strike

Following an April ice storm in Sioux Falls, S.D., several Wright Tree Service crews helped with restoration efforts. Crew members worked to clear power lines and remove hazardous trees around sidewalks and streets. Project Manager Tim Hanson also attended city meetings to determine what work needed to be done, and assigned crews to various locations.

A customer from Sioux Falls, S.D., wrote in to specifically compliment Trimmer Brian Rains. "These guys were extremely professional and conscientious of my property, and the safety they showed was awesome," he wrote. The customer also mentioned that the crews were very hard working, willing to help and a good representation of Wright Tree Service.

Sioux Falls Mayor Mike Huether also wrote a letter to thank the crews for their assistance. "Your time, talent and treasure helped keep citizens and visitors safe," he wrote. "Our recovery time was nothing short of incredible!" Mayor Huether included with his letter an "Operation Timber Strike" plaque from the City of Sioux Falls to commemorate the crews' efforts, and individual certificates for General Foreman Daniel Hawker, Foremen Norman Shultz and Dewayne Pfau, and Trimmer Todd Schultz.

MINNKOTA DIVISION

First Responders

Early one August morning, Safety Supervisor Ben Isbell, General Foreman Brian Smith and Trimmer Garrhett Gretzinger came across the scene of a car accident where one car had run a red light and T-boned another car on a busy highway. Ben, Brian and Garrhett acted immediately to disable the horn of one car, which was going off so loudly no one could communicate. They assisted in directing traffic away from the scene and turned off the engine of a trapped car in which the driver was unconscious. They also assisted people stuck in their cars and helped those who could walk away from the accident. Within minutes, ambulances, fire trucks and police cars arrived.

MINNKOTA DIVISION

GF Spotlight

General Foreman Jeff Harris wrote an article titled "Herbicide Use" that was published in the "General Foreman's Corner" of the July/August issue of the *Utility Arborist Newsline*. "I encourage all supervisors to keep in mind how far our industry has come in the area of herbicide application and how many resources are out there," Harris wrote. The article reviewed the change in herbicide use over the years and tips for supervising herbicide applicators. Way to go Jeff!

GENERAL FOREMEN

Mike Harris Dan Hawker Bill Schumal

FOREMEN

Gaylen Ackerman	Vaughn Hoffman	Norman Shultz
Larry Bingham	Joel Radel	Bob Steadman
Josh Bult	Phil Radel	Todd Thompson
Al Dobie	John Ruppert	Tracey Yahnke
Lance Edwards		

TRIMMERS

Cassidy Arnold	Mike Nelson	Steve Watson
Fred Decoteau	Brian Rains	Mark Weitzema
Ryan Gladwell	Lewis Remund	Larry Wilson
Thad Hedtke	Billy Schindeldecker	Jesse Woeller
Lee Hillesheim	Josh St. George	Lance Zink
Jon Hornback	Lee Underdahl	
Clint Hostetler		
Cassidy Miller		



John Wright Memorial Scholarship

Do you know a high school senior or undergraduate interested in arboriculture?

Applications for the 2014 John Wright Memorial Scholarship will be accepted February 15 through May 15, 2014.

The scholarship was established in honor and memory of Wright Tree Service founder John L. Wright and his son John R. Wright. The purpose of the scholarship is to support the arboriculture industry by helping college students interested in commercial arboriculture achieve high academic goals without accumulating burdensome debt.

Applicants must be high school seniors entering college or community college, or returning college students seeking a first bachelor's degree or associate's degree while attending an accredited US college or university. All applicants must plan to enter the commercial arboriculture industry.

More information is available at www.treefund.org/scholarships.



Look for a combined set of Wright Service Corp. newsletters in the spring!

The Wright Tree Service website has a brand new look! Check it out at wrighttree.com.



FAMILY CLIPPINGS

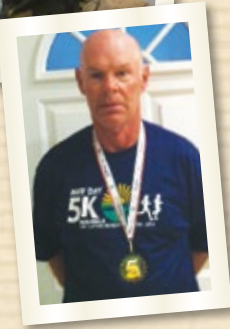
Gone Fishing

On an ocean charter boat trip in June, **General Foreman Aaron Still** caught a 25 pound salmon. This catch took place near Trinidad, Calif. ►



A Successful Race

Mountain States Division Groundman Jim Lynch ran the 5K May Day Race in Fort Lupton, Colo., and placed first in his age bracket. Jim was 22nd overall and ran at a pace of eight minutes, 20 seconds per mile! Jim drives a water truck for Wright Tree Service and performs herbicide applications on Xcel Energy substations. Great work, Jim! ►



Congratulations!

Contract Administrator Kelly Pettijohn's daughter Kelsey graduated from Bondurant-Farrar High School in May. Kelsey was a member of the varsity football cheerleading team and on the cheerleading honor squad that performed at halftime during the 1A and 2A football championship games at the University of Northern Iowa (UNI) last fall. Kelsey was also a member of the color guard in the marching band. Kelsey now attends UNI and plays piccolo in the Panther marching band. ►



It's a Boy!

Division 25 General Foreman Eric Davidson welcomed a grandson, Blaine, on March 2. Blaine was 7 pounds, 20 inches long and is son of **Division 25 Trimmer Taylor Davidson**. ▼

Academic Awards

Samantha Ward, granddaughter of **corporate office retiree Lois Ward** received recognition for maintaining a 4.0 GPA in her first year of middle school. Samantha also received a certificate for excellence in mathematics and an award for being the STAR pupil. She currently attends Kleb Middle School in Spring, Texas. ▼



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Our Family Tree is published each spring and fall.