

Carolina Cutter

Published For The Friends And Associates Of Carolina Tree Care, Inc.

Winter 2007/2008

Carolina Tree Care Gains Tree Care Industry Accreditation

Carolina Tree Care, Inc. has been accredited under a new Tree Care Company Accreditation program administered by the Tree Care Industry Association (TCIA) which has a membership of over 2,000 tree care companies and built on the threefold foundation of ethics, quality, and consumer confidence.

The new program represents the only business practices and compliance audit process in the tree care industry. Under the process, businesses undergo extensive review of professional practices aimed at safeguarding consumers. The review includes:

- ▶ best business practices
- ▶ ethical business conduct

- ▶ formal training and certification of employees
- ▶ compliance with industry standards
- ▶ consumer satisfaction
- ▶ adherence to safety standards
- ▶ insurance coverage

TCIA Accreditation means Carolina Tree Care, Inc. adheres to all the accreditation standards and has undergone a rigorous application process. TCIA verified this by conducting an on-site audit of Carolina Tree Care, Inc. facilities and work sites.

According to TCIA president Cynthia Mills, "TCIA Accreditation provides consumers a way to

find tree care companies that are trustworthy in their business and tree care practices. Our TCIA Accreditation program is the only one of its kind in America and will give consumers peace of mind."

The process of becoming accredited is no easy task. According to Jack Guffey, president of Carolina Tree Care, Inc., "The process is incredibly thorough. They left no stone unturned. We are pleased to be recognized as one of the best tree care companies around." Mills echoes that sentiment. "Carolina Tree Care, Inc. has made a commitment to excellence in all facets of its business. I applaud their efforts."

From The Treetop

During 2006, Federal OSHA inspectors performed a total of 69 inspections of tree care companies and levied 175 citations totaling \$147,200 in penalties. I felt that it was important to analyze the violations for which these tree companies were cited to make sure our company could avoid making the same compliance mistakes. The following non-compliance issues seem to be the most common:

- ▶ Noise levels around wood chippers and power saws were not monitored and hearing protection was not used.
- ▶ Operators failed to wear fall protection devices while in the bucket.
- ▶ Employees failed to perform and document the necessary inspection and maintenance of trim lifts.
- ▶ Employees failed to use proper personal protective equipment such as hard hats and eye protection.

Although it is important that CTC remain free of any violations or penalties, it is more important that our workers remain safe and free of personal injuries.

Our organization joined the movement that was initiated by TCIA (Tree Care Industry Association) to enhance safety awareness among tree care companies. The actual campaign is entitled "Until We Are

All Safe" and our company is totally committed to this program. In an effort to emphasize the need to work safely and educate our work force on the hazards associated with our industry, we have increased our focus on SAFETY and TRAINING during 2007.

Rather than re-educate our work force after an accident occurs, it is my goal to educate our employees and prevent accidents from happening in the first place. By taking a proactive approach to safety we can reduce the number of safety related accidents and decrease the severity of such incidents.

Over the past century, our industry has accepted a training method that involves "OJT" (On the Job Training) as its primary method of education and training. With advances in information technology as well as equipment improvements that make our job more efficient, it is more important than ever that our workforce be properly educated and trained. During early 2008 you will be introduced to new employee training videos as well as our new corporate training schedule. We have provided an aggressive training budget and are determined that our workforce be properly trained.

Already this year, we have provided a number of employees with the following types of training: Electrical Hazard Awareness, Arbor Master certification, Certified Treecare Safety, Utility Pruning

Techniques, Certified Herbicide Application, and CRT Arborist Certification. Additional classes in these and other areas are pending. Although "OJT" is still effective, important, and essential in our industry, it will no longer be the only means of training and education that our company will provide.

If you are interested in receiving additional training or would like information about available training, please make inquiries to your Area Manager. We will also be providing opportunities for those individuals who are interested in becoming a certified trainer and would like to teach specific courses of instruction.

Adopting and maintaining good safety practices and training methods are essential to operating a company that is focused on excellence. Better training and working safely will continue to be a dominant focus for me and our management team.

Be Safe,

Jack W. Guffey,
President



Introducing Gordon Spaugh- CTC's New Vice President

Carolina Tree Care's new Vice President, Gordon Spaugh, answers several questions regarding his exciting new position within our company. When asked to give his personal thoughts regarding Gordon, Jack Guffey says, "Carolina Tree Care is blessed to have Gordon Spaugh as part of the team. Gordon brings a very energetic and humble spirit to the dynamics of our organization. He displays long-term vision and a passion for our employees. I am excited about our future."

Q: What would you like the employees of Carolina Tree to know relating to your background?

I am a native of Winston-Salem, NC. My wife Christie and I have been married for nine years and we have three children: Eric (6), Elizabeth (4), and Adam (18 mo.). When I'm not at work, I enjoy hanging out with my family, mountain biking, and doing projects at my house. I earned a Bachelors in Economics from the University of North Carolina at Chapel Hill and a Masters in Business Administration from the Darden School at the University of Virginia. Prior to joining Carolina Tree Care, I worked for BB&T for seven years. Most recently, I served as the City Executive for BB&T in Concord, NC.

Q: How did you become familiar with Carolina Tree Care, and what enabled your decision to make this major transition in your life?

I learned a lot about Carolina Tree Care and developed a strong relationship with Jack through my work as the company's banker. Jack approached me in the spring about the opportunity to join the company and help him manage the business as it continues to grow. Through much discussion, prayer, and counsel from others, Jack and I decided that it was God's will for us to move forward together.

er. I am very thankful to be a part of the Carolina Tree Care team and strongly believe that the future of our company is very bright!

Q: What will be your key roles and responsibilities with Carolina Tree Care?

Jack has asked me to help him with overall management of the company. Specifically, I am working with customers, field staff, office staff, finances, contract bidding, and special projects. I am currently spending an average of two days per week in the field with employees and customers to help me learn more about the tree care industry. I have thoroughly enjoyed meeting many of our employees and look forward to eventually meeting everyone. We are blessed to have many skilled and dedicated employees at our company.

Q: As a whole, where do you see Carolina Tree Care's place in the industry five years from now?

I anticipate continued growth for the company. Jack and I have developed a list of prospective customers and will be meeting with them to share the Carolina Tree Care story. Our company has a unique competitive position in the industry: we are large enough to offer multiple crews and specialized equipment and small enough to deliver exceptional service. The high quality service we provide to our customers is driven by the capabilities and dedication of our employees. Our employees truly make the difference!



Gordon Spaugh
Vice President
Carolina Tree Care

Kent Ward - New Purchasing Manager

When I was asked to consider changing positions from Safety Director to Purchasing and Fleet Manager, I jumped at the chance. With the projected growth of Carolina Tree Care and Carolina Tree and Turf, purchasing and fleet management will take on a new dimension. I look forward to organizing and implementing a system to simplify purchasing while balancing quality, price, and service. I want feedback from the field and I intend to use it. The people doing the work know what works best and we want you to have the best equipment

we can supply.

I also look forward to taking some of the fleet responsibilities off of Jack, freeing him up to make the company the best it can be. We will continue to supply our crews with the best equipment in the industry. All we ask in return is that you be responsible and take care of the company's investments. When we invest in the best equipment, we invest in your safety. Thank you and keep up the good work.

Kent Ward, *Purchasing and Fleet Manager*

Union Power Crews Get Great Reviews!

A job well done goes to our Union Power crews who received an excellent evaluation for their recent third quarter review. Their customer satisfaction, professionalism, data accuracy and all other categories received high scores. Robert Forsythe, Area Manager, commented, "I've just been blessed with good men that know how to follow directions. It's a team effort, and everyone has put forth their skills and abilities to make this evaluation successful." Kevin Coffey adds, "The high ratings from Union Power Co-op are the direct results of daily individual effort when combined form a team dedicated to a job done right." Way to go guys!



Union Power Crew Get Top Notch Reviews
Time And Materials Crew



Union Power Crew Get Top Notch Reviews
Lump Sum Crew

"Stay Alert, Stay Alive!"

The objective of our safety program is to provide our employees with the training and equipment needed to create an atmosphere that combines safe and solid work habits. We are never free from hazards, but we can train in proper techniques and utilize our safety equipment to achieve the success to not get hurt. I, your Area Managers, and top management are ALL committed to your safety here at Carolina Tree Care. We believe that if you Stay Alert to your surroundings and are equipped through training and safety procedures you will have success at the end of the day. "Stay Alert, Stay Alive!" Mike Schronk, *Safety Manager*

Carolina Tree Service Becomes Carolina Tree & Turf

Last year, we announced the creation of Carolina Tree Service. This company was formed to provide tree services to the residential and commercial markets in the Concord, NC area. In order to better serve the needs of homeowners and businesses, the company has now expanded into lawn maintenance. In May 2007, Carolina Tree Service purchased the assets of two lawn care businesses and changed its name to Carolina Tree & Turf. Davey Amos and Arlin Barbee joined Carolina Tree & Turf through this acquisition and are now

Area Managers for the lawn division. Effective 1/1/08, Kevin Gentle will become the Area Manager for the tree division. Kevin is eager to apply his knowledge of tree care and entrepreneurial spirit to this new venture.

Prior to joining Carolina Tree & Turf, Davey Amos owned and operated a residential/commercial lawn care business for seven years. His specialty is large commercial contracts. Davey is a certified Ornamental and Turfgrass Pest Management Applicator. Arlin Barbee has 28 years

of lawn care maintenance experience. Prior to joining Carolina Tree & Turf, Arlin owned and operated Carolina Turf Management. He has provided Cabarrus County and surrounding areas professional lawn care service for the past 13 years.



Davey Amos and Arlin Barbee

CTC Reaches the Ranks of Inc. 5000

Carolina Tree Care was recently featured in the special Inc. 5000 publication hailing the nation's 5000 fastest-growing private companies in the United States. More specifically, CTC was ranked the 37th fastest-growing company in the Charlotte, NC region. In addition, Inc. magazine highlighted CTC's focus on safety: "Carolina Tree places emphasis on safety, with measures including first-aid training, bi-monthly tailgate safety sessions, quarterly safety awards, and on-site inspections."

An Act of Heroism

On September 2, 2007, CTC employees Marvin Lyles, Antonio V. Garcia, Salvador Perez, and Jamie Tucker were traveling in a company van. At approximately 6:00 pm, an SUV on the interstate blew a rear tire and lost control, crossing the median and flipping over numerous times in the middle of east bound traffic lanes.

Our crew immediately took action to assist the injured. The SUV had been carrying five passengers, and all had been ejected. The passengers were all Hispanic and spoke no English.

Jamie Tucker began directing traffic around the scene, and the rest of the crew tended the injured until EMS and Highway Patrol could arrive.

Marvin noticed an infant car seat in the SUV and searched in the vehicle closely and confirmed there was not an injured child involved. Antonio and Salvador rendered first aid until rescue personnel arrived and then assisted with interpreting.

The actions of this crew were immediate and responsive to a critical situation. Excellent work guys!

Safety and Performance Award Program Winners

Carolina Tree Care uses a program known as the Safety and Performance Award Program to recognize employees who perform their work safely and efficiently. The top 20 employees each

quarter receive a \$50.00 gift card to Wal-Mart.

Following is a list of the winners for the last four quarters. Congratulations to all of the winners!



Mike Schronk, Marshall Mookie Jackson, and Sheldon Frazier



Mike Barbee, Tim Kiser, and Ben Scruggs

Fourth Quarter 2006

Andy Suggs
Daniel A. Williams
Kip T. Smith

Bennie Wilson
Charles D. Brown
Robert Thompson
Barry D. Smith
John L. Harvey
Dennis McFadden

Paul Randall

Kevin Gentle
Benjamin C. Miles
Larry W. Jackson
Manuel Segovia
Marc Rayfield
Edward J. Nash
Thomas Bungarner
Michael S. Thomas

Robert Forsythe
Israel O. Velez
Johnny L. Lowder
Jeff W. Hancock
Richard M. Snyder
Jorge H. Martinez
Freddie L. Bowling

First Quarter 2007

Andy Suggs
Daniel A. Williams
Ted J. Price
Allen Payton
T. J. Wootton

Bennie Wilson
Richard Metts, Jr.
Charles D. Brown
Jamey C. Enlow
Desmond Johnson

Paul Randall
Marshall P. Cook
Randy M. Strock, Jr.
Javier Camarillo
Anthony J. Smith

Kevin Gentle
Larry S. Buchanan
Mark D. Newman
Christopher Sherlin
Rocky A. Heaton

Robert Forsythe
Thomas G. Roberts
Jason A. Garmon
Timothy Kiser
Kenneth D. Page

Second Quarter 2007

Andy Suggs
John D. Weaver
Everette L. Polatty
Luis Martines
James D. Overton

Bennie Wilson
Travis R. Youmans
Donald H. Reid
Eddie Gregory
Timothy Turner

Paul Randall
Maximino Bustos
Anthony J. Smith
Javier Camarillo
Enrique Ventura

Kevin Gentle
Clarence W. Wright
Benjamin C. Miles
Jason A. Garmon
Timothy Kiser

Robert Forsythe
Tony Kirby
Terry B. Moore
Kenneth D. Moore
Johnny L. Lowder

Third Quarter 2007

Andy Suggs
Thomas J. Wootton
Kevin D. Jones

Bennie Wilson
Richard E. Metts, Jr.
Charles D. Brown
Robert A. Metts
Richard E. Metts, III
Desmond Johnson

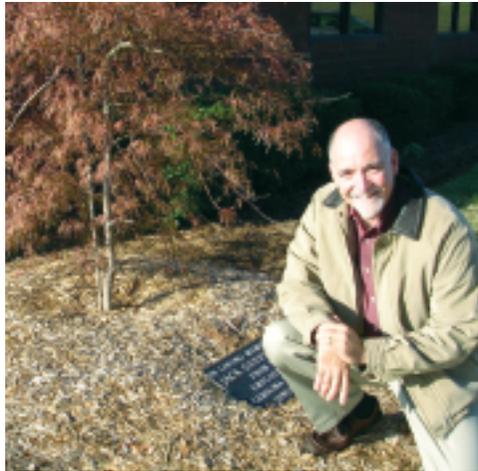
Paul Randall
Anthony J. Smith
Maximino Bustos
Joel F. Norris
Ernest J. Norris

Kevin Gentle
Timothy Kiser
Luther S. Saunders
Benjamin C. Miles

Robert Forsythe
Ralph W. Adkins
Jeff W. Hancock
Richard Martin
Terry B. Moore
James R. Moss
Carlos Rentas

In Honor Of Jack Guffey, Sr.

On January 9, 2007, Mr. Jack W. Guffey, Sr., father of company president Jack Guffey, Jr. passed away after a short bout with cancer. Jack Senior had been a strong influence on Jack Junior, and therefore he was a significant influence on the growth and development of Carolina Tree Care. At his passing, company employees stepped up in a heart warming effort to Jack Junior, and raised \$1,794 for a memorial to Jack Senior. Company Chaplain, Mike Schronk, arranged for purchase and planting of a Laceleaf Japanese Maple tree, complete with an engraved granite marker and lighting in front of company headquarters. This memorial will be a constant reminder to all of us of the influence a great man had on the management style of Carolina Tree Care. In addition to the memorial, excess donations of \$963 were donated to Hospice & Palliative Care of Cabarrus County, an organization that helped the entire Guffey family during the final days of Jack Senior's struggle with cancer.



Jack Guffey, Jr., President - Carolina Tree Care

The entire Guffey family sends their warmest thanks and appreciation for the love and care expressed by company employees through the generous contributions for a memorial.

Kevin Gentle Earns Certified Treecare Safety Professional Title

Carolina Tree Care Area Manager Kevin Gentle is now entitled to carry the title of CTSP (Certified Treecare Safety Professional). He recently completed the CTSP program offered by the Tree Care Industry Association. CTSP's are kept abreast of the latest technological advances and regulatory activities affecting the industry through the TCIA safety network, and must commit to ongoing education in the safety field in order to maintain their certification.

Carolina Tree Care is committed to providing a safe environment for employees and customers, and plans to have additional managers certify for this honor. In addition, Kevin has earned the Certified Arborist Certification, as well as the Advanced Arborist Certification. We are extremely proud to have Kevin Gentle on our staff.

The Giving Tree Scholarship Fund

Carolina Tree Care, Inc. believes education is an important aspect in everyone's life. We not only want you, as an employee, to succeed but also your children. Therefore, we have established the "Giving Tree Scholarship Fund" for higher education. This scholarship is for you (if you choose to go to college) or for your college bound child. To be eligible for "The Giving Tree Scholarship", you must provide proof of acceptance at a college or University, fill out an application and write an essay. The essay is to be entitled "How I Can Give". We

want to know what you plan to do with your future and how you can give to help others if awarded this scholarship.

The scholarship is based upon a book entitled *The Giving Tree* by Shel Silverstein. It is a piece of children's literature which has great meaning. The story is about a tree which gives all it has to help a boy succeed. Carolina Tree Care is willing to give, to help you or your child succeed.

We will be objectively reading the essays and will notify the winner by May 15th, 2008. The deadline

for application and essays is April 15th, 2008. Ask your Area Manager for an application and send completed application, proof and essay to Carolina Tree Care, Inc. PO Box 118, Concord, NC 28025 Attn: The Giving Tree Scholarship.

This is a great opportunity! Write your essays and send it in with your application by April 15th, 2008.

We can't wait to hear from you!
Jack and Lynn Guffey

Merry Christmas to all of the employees of Carolina Tree and their families. Have a safe, blessed holiday!

CTC Anniversaries

Recognizing five years or more.

DECEMBER

Paul Randall, 8 years
Andy Suggs, 6 years

JANUARY

Joel Norris, 6 years
John Weaver, 6 years
Lawrence Rivers, 5 years
Randy M. Strock, 5 years
Clyde McGee, 5 years
Roosevelt T. McGee, 5 years

FEBRUARY

Nathaniel Robinson, 7 years

Tyrone Oliver, 7 years

Richard E. Metts Jr., 5 years
Joe Louis Shelton, 5 years

MARCH

Marshall Crouse, 13 years
Randy S. Lowery, 9 years
Cyler W. Knowles, 6 years

APRIL

Brian K. Wills, 11 years
Mark D. Newman, 9 years
Kevin Gentle, 5 years
Eric Billie, 5 years

MAY

Frankie Cockrell, 13 years

JUNE

Bennie Wilson, 13 years
Roland Davis, 13 years
Marshall Jackson, 13 years
Dennis McFadden, 13 years
Clifford Rowe, 13 years
Grady Rowe, 13 years
Grant Young, 13 years
John Harvey, 11 years
Allen Payton, 5 years
Benjamin Miles, 5 years

JULY

Marie Krysiak, 12 years
Robert Forsythe, 7 years
David Barrett, 5 years

AUGUST

Glenn Gleaton, 7 years
Freddie Merriweather, 6 years
Timothy Turner, 5 years

SEPTEMBER

Bill Wright, 7 years
Javier Camarillo, 7 years

OCTOBER

Larry S. Buchanan, 13 years
Christopher Sherlin, 11 years
Marvin Coleman, 10 years
Roy Wilson, 10 years
Maximino Bustos, 7 years
Enrique Vera Ventura, 7 years
Christopher Turner, 5 years
Luther S. Saunders, 5 years