

Carolina Cutter

Published For The Associates and Friends of Carolina Tree Care

Winter 2012/2013

Providing Aid After Superstorm Sandy



“Carolina Tree crews impressed me with their ability to communicate and get the job done. We gave them tough assignments, and they found a way to get them complete, safely. I’ll have these guys back anytime!” – Cabin Layton, Senior Arborist Northeast Utilities

As Superstorm Sandy approached the east coast on 10/26/12, the Carolina Tree Care team was busy preparing to provide storm response services. Vice President Gordon Spaugh worked the phones to obtain approval from utility customers to release crews. Area Managers Andy Suggs, Bennie Wilson, Jamie Johnson, Brian Wills, and Shane Buchanan contacted their crews to coordinate equipment, supplies, and travel plans. Residential/Commercial Manager Josh Franz prepared his crews to remove trees from residential properties in the northeast. Over 100 employees participated in the largest storm deployment in company history.

The utility crews cleared trees from power lines for Dominion Virginia Power and Connecticut Light and Power. The crews worked 14-16 hours per day for 13 days straight! It was rewarding for crew members to be thanked by residents who were grateful for their hard work. The residential crews performed highly technical tree removals from homes in Maryland, New Jersey, and New York.

These crews faced significant challenges in finding fuel and housing as they worked in some of the areas hit hardest by the storm.

The primary goal for CTC during the response to Superstorm Sandy was to provide safe and professional tree removal services. Thanks to all of the employees who worked as a team to accomplish this goal!



From The Treetop

The end of the year is a good time to reflect on successes and failures, and to set our sights on what we still need to accomplish.

This post-election period is notable for a uniform bitterness among business owners who are normally some of the most upbeat and positive people. To compound their sense of despair, economic news has been heavily negative. We’ve heard about the fiscal cliff, tax increases, layoffs, the Eurozone recession, a slew of new regulations and a declining stock market.

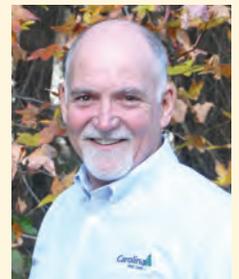
It doesn’t make sense for us to complain about all these events. We need to focus on finding ways to prosper in any environment, to be thankful for what we have and for the opportunities. It is crucial that

we avoid negative thoughts, talk, and people and find positive points of view in any situation. I am excited about where we are going as a company and what lies ahead for us in 2013.

Carolina Tree Care continues to grow and expand services. For the sixth year in a row, we received recognition by INC. Magazine as one of America’s fastest growing private companies. As we grow, it becomes more difficult for our employees to see the entirety of our work. That’s unfortunate because what Carolina Tree Care is able to do in support of electrical cooperatives, investor owned utilities, municipalities and residential/commercial customers is quite remarkable. We also provide

financial support to various local charities and civic groups. Carolina Tree Care does a lot of great things and I am sincerely proud of our team!

We can look ahead into the New Year with confidence, hope and resilience. May the joy and peace of Christmas be with you all through the year. I wish each of you a season of blessings.



Jack Guffey
President

Embracing a Culture of Safety

In order to understand what a safety culture is, we first need to ask ourselves, "Why is a safety culture important?" The answer is simple: because one accident is one too many! At Carolina Tree Care, we value our employees and are not willing to sacrifice anything for their safety. Our ultimate goal is for employees to return home safely each day and having a safety culture helps to achieve this goal.

already know our why. Now let's discuss the how: safely. Safety is an attitude. We want all employees to have the "want to" rather than the "have to" attitude when it comes to safety. A person's attitude reinforces his/her behaviors. With a "want to" attitude towards safety, employees are more likely to recognize potential hazards and make safe decisions.

Some of you are probably asking yourselves the

who care deeply for us. For me, it's spending time and playing with my one year old son. The thought of not being able to do the things I enjoy most with him is haunting. There are also financial benefits of having a safety culture. A strong safety culture reduces incidents and the associated insurance costs, allowing us to bid work more competitively and fund safety award programs for employees.

Now that we all understand what it means to have a safety culture, let me just say thank you. Thank you for what you do on a daily basis and for welcoming me to the team. I look forward to spending more time with each of you. As the new Safety Director, I have seen the passion our owners have for this business and its people. We should all be honored to be part of the Carolina Tree Care team – I know I am.



Carolina Tree Care managers meet to discuss safety leadership.

The Webster dictionary defines culture as "the set of shared attitudes, values, goals, and practices that characterizes an institution or organization." In essence, an organization's culture isn't defined by what they do; it's why and how they do it. We

question, "What's in it for me?" First and foremost is your health and well-being. Having a safety culture helps reduce the risk of injury through increased hazard awareness. We all have things we enjoy doing outside of work and family members

Frank D'Amico
Safety Director



The Rising Cost of Emissions

In 2010, the Environmental Protection Agency (EPA) passed very stringent diesel emission standards in order to decrease the discharge of pollutants from diesel engines into the atmosphere. This was the third stage of changes in diesel engine emission regulations for the commercial truck sector, which called for a 90% reduction in the gas pollutant levels emitted. In order to meet the new standards, diesel engine manufacturers added new technologies to their designs.

The new regulations have added technologies that drastically reduce the amount of pollutants emitted by diesel engines, but they have also added a lot of extra costs. Due to the addition of these new technologies, our initial investment for a bucket truck has increased by about \$15,000. Our maintenance costs have also seen an increase because there is another system to maintain. There are also additional costs associated with the purchase of diesel exhaust fluid. Even though these systems clean up the exhaust and reduce emissions, they offer very little to no increase in fuel efficiency. In 2013, all of our off-road equipment will fall under the same standards as our trucks. The new cost for a chipper is expected to increase more than \$6,000, while the

price for a tractor will increase by about \$8,000.

In order to avoid some of these increased costs, we have chosen to refurbish five bucket trucks that had been selected to be moved out of the fleet. We are also planning to refurbish some of our tractors. Hopefully, this approach will save us money by delaying the additional costs of the recent diesel emission standards.

Michael Harris
Fleet Manager



Seniority Awards

At Carolina Tree Care, our employees are the backbone of the organization. We recently implemented a seniority award program to recognize the contributions made by employees with five or more years of service. Employees received duffle bags, boots, jackets, pants, and other items. Thank you to these long-term employees for their dedicated service to the company!



Kevin Coffey receives his seniority award from Gordon Spaugh, Marshall Crouse, and Jack Guffey.

Accountability: A CTC Value

What comes to mind when you think about the word "accountability"? My guess is that you don't have positive thoughts about this word. Let me suggest that accountability is a positive idea. I'll go even further and say that accountability is essential for a team to win and have fun!

Think back to a sports team you were on that lost all the time. Did you have fun playing on that team? No way. Winning is much more fun than losing. The same principle is true in business. We all have fun when the Carolina Tree Care team wins. Winning at CTC involves safe employees, competitive pay, happy customers, and honoring God in all we do. So how does accountability help us win and have fun?

Accountability is about a person taking ownership of his or her area of responsibility. A foreman is accountable for the performance of his crew. The payroll specialist is accountable for timely and accurate payroll processing. A mechanic is accountable to perform repairs and maintenance

efficiently. Every employee at CTC is accountable for performing his or her job responsibilities with excellence.

Managers are responsible for holding the employees in their area accountable for achieving the desired results. Holding an employee account-



able for his or her results means recognizing and rewarding positive outcomes and providing consequences for negative outcomes. It is in this kind of culture that high performers will thrive and low performers will go to work somewhere else. This is the high performance culture that we need at CTC in order to continue being successful.

Most of us will not have the opportunity to play on a championship sports team. However, we do have the opportunity to be on a championship tree care team. CTC is celebrating its 25th anniversary this year. If each team member will take responsibility for doing his or her job with excellence, we will continue winning and having fun for another 25 years!

Gordon Spaugh,
Vice President



Fit for Duty

To reduce workplace injuries, management has recently made the decision to implement a "Fit for

Duty" program. The program will require all new hires to pass a medical examination and a physical assessment. The medical exam will evaluate the individual's overall health while the physical assessment will test his or her ability to perform

specific job tasks. The goal of the program is to hire more physically fit employees and to reduce injuries. All new hires will come to the corporate office for an introduction to Carolina Tree Care's corporate values and safety culture.

Tree-mendous Growth



Marc Rayfield's crew utilizes a crane to remove a large oak tree in Concord, NC.

It has been an exciting year for the Residential/Commercial Division! The growth we have seen in just a year's time is tremendous. At this time last year, we had one Arborist Consultant and one dedicated crew. We are proud to say that we now have a total of four Arborist Consultants and three amazing crews!

Once the lone salesman, I have been joined by Mike Schronk and Mike Cannaday, ISA Certified Arborists/Consultants, serving the Concord and Charlotte areas. The success we have had in our hometown has allowed us to expand. We are excited to announce that we will be opening a residential/commercial office in Asheville, NC in 2013. Bret Bowman, our newest and 4th Arborist Consultant, will be leading the charge in Asheville. This will be a complement to our longstanding presence in western North Carolina on the utility side.

In November, we were honored to perform storm work after the devastation caused by Hurricane Sandy. It was the first time our new division had done clean-up on this grand of a scale

and everyone rose to the challenge. Despite long hours, fuel shortages, even lodging shortages, the team was encouraged to persevere as perfect strangers graciously thanked them for being there. I was truly impressed with the kindness and generosity of those affected by the storm, despite all of their troubles. We don't wish a storm on anyone, but when Mother Nature decides to strike again, we will be ready and willing to go where we are needed!

A big thanks to our amazing team and clients who have made this year a success. We look forward to another great year in 2013!

Joshua Franz
Residential/
Commercial Area
Manager



Certifications

We are always proud to recognize employees who have earned industry certifications. These employees have gone the extra mile to improve their skills and make greater contributions to the company.



Jamie Johnson
ISA Certified Arborist



Mike Schronk
ISA Certified Arborist



Gordon Spaugh
ISA Certified Arborist



Joshua Franz
ISA Certified Municipal Specialist



Marshall Crouse
Certified Treecare Safety Professional



Frank D'Amico
Certified Treecare Safety Professional

CTC Anniversaries

Recognizing five years or more.

5+ YEARS SERVICE

Ralph Adkins
Leonardo Aguirre
Michael Barbee
Phillip Boyd
Charles Brown
Diane Burris
Ricky Butler
Mark Cantrell
Jacinto Castrejon
Kevin Coffey
Ronnie Cox
David Ellis
John Frasier
Carlin Gamble
Anthony Gunter

Jeff Hancock
Charles Harrison
Milo Helmig
Desmond Johnson
Kevin Jones
Jorge Martinez
Dana Miller
David Overton
Otis Padgett
Lonnie Peyton
James Pickler
Lakirby Pollock
Enrique Ramirez
Marc Rayfield
Bradley Richardson
Nathaniel Robinson
Donovan Sandidge

Mike Schronk
Ray Snodgrass
Simon Sorcia
Gordon Spaugh
Michael Thomas
Clint Wright

10+ YEARS SERVICE

Eric Billie
Max Bustos
Kevin Gentle
Glenn Gleaton
Ben Miles
Joel Norris
Tyrone Oliver
Lawrence Rivers
Randy Strock Sr.
Andy Suggs
Enrique Ventura
Bill Wright

15+ YEARS SERVICE

Marshall Crouse
John Harvey
Marshall Jackson
Marie Krysiak
Dennis McFadden
Chris Sherlin
Brian Wills
Bennie Wilson
Roy Wilson

20+ YEARS SERVICE

Shane Buchanan
Jack Guffey



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