

Carolina Cutter

Published For The Associates and Friends of Carolina Tree Care

Winter 2013/2014

Residential/Commercial Division Grows



Charles Floyd, Marc Rayfield, Bret Bowman, Kelly Byerley, and Joshua Franz.

It's been another action packed year in the Residential/Commercial Division of Carolina Tree Care. Last year, we experienced Hurricane Sandy and this year we had our "derecho" storm that devastated the greater Concord area....on top of near record setting rains. I was proud of our crews

hard work and professionalism as they provided storm response services to our local community.

Both our team and our services continue to grow. We have added two new Certified Arborists, a division in Asheville, an expanded Plant Healthcare program, and tree replacement.

Our goal is to be the best in our field from the time a tree is planted until it needs to come down.

Thank you to our wonderful customers, crews, and staff who have made 2013 a successful year for the Residential/Commercial Division.

From The Treetop

The end of the year is a great time to reflect on our accomplishments and to look forward on ways to improve. I am encouraged by our successes during 2013 and I look forward to continuing our journey toward excellence.

Carolina Tree Care experienced the largest one year revenue growth in the history of the company. Revenue grew by 25% and we added over 100 new employees. This growth consisted of expanding with several current customers as well as adding new customers. Our company has experienced growth 24 years out of the 26 years that we have been in operation.

On the surface, consistent growth can indicate

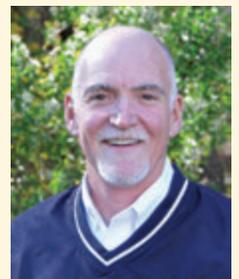
that we are building a successful company (and we are). However, significant growth has not always produced higher profits. Actually, we have experienced a few years of double-digit growth rates in revenue and simultaneously experienced a reduction in our overall net profit margin. In these situations, we worked harder and took on additional risk, but made less profit. Growth, if not managed, can destroy value, stress quality controls, and dilute corporate culture.

In order to experience smart growth, it is essential that we continue to develop the right kind of leadership and internal environment. In today's fast paced, ultra-competitive business environment, we must constantly work toward improving and adapting our day-to-day processes. We have

made tremendous strides in the areas of safety, production, quality and fleet efficiency. I encourage our team to continue to develop a mindset of constant improvement. We can all be "better tomorrow than we are today."

We can look ahead into the New Year with confidence, hope, and resilience. May the joy and peace of Christmas be with you throughout the New Year!

Jack Guffey
President



Drop Zone Management and Injury Prevention



Justin Miclette and Donald White demonstrate proper communication and drop zone identification.

Struck-by injuries are one of the greatest hazards faced by arborists. In 2012, roughly 35% of the fatalities in our industry were credited to struck-by injuries. What can we do to minimize this risk?

Let's start with communication. Effective communication between the trimmer and designated ground policeman is critical in

managing the drop zone and preventing injuries. The trimmer's verbal command "Stand Clear" followed by the "All Clear" response from the ground policeman confirms the drop zone is clear and trimming can begin. Hand signals such as a thumbs up and eye contact add to the effectiveness of this verbal communication. It is important to

remember that the use of a ground policeman does not eliminate the requirement to communicate the "Stand Clear...All Clear" commands. The "Stand Clear" request must be made to the ground policeman every time the trimmer starts working. If at any time the trimmer stops working, the "Stand Clear" request needs to be communicated, followed by an "All Clear" response from the ground policeman before trimming resumes.

Clearly marking the drop zone and staying out of the drop zone are also key to preventing struck-by injuries. Having a well-defined drop zone helps to ensure that our employees and the general public are aware of the dangers above and maintain a safe distance. Cones, signs, and other warning devices should be used to identify the drop zone. Special attention is needed for easy access points such as sidewalks and entrances to homes to prohibit unauthorized entry. During tree trimming and sectional removals, the ground workers shall be at least one tree length away from the base of the tree. When felling a tree, workers other than the saw operator shall be at least 1.5 tree lengths away from the base of the tree.

Through good communication and drop zone establishment, we can avoid struck-by injuries and go home from work safely each day. All associates are encouraged to hold each other accountable to follow these important safety practices.

Growth Accomplished Through Teamwork

Carolina Tree Care experienced significant growth in 2013. This growth was the result of maintaining relationships with many long-term customers as well as being awarded work with new customers. While the company is accustomed to growing 10%-15% per year, the company's volume of work increased by 25% this year!

In order to successfully add 40 crews, it took the combined efforts of many members of the Carolina Tree Care team. Area Managers **Marshall Crouse**, **Joshua Franz**, **Jamie Johnson**, **Andy Suggs**, **Brian Wills**, and **Bennie Wilson** all took on responsibility for more crews as a result of the company's growth. **Jamie Johnson** did an outstanding job of hiring and



training around 100 new employees in his area. **Marshall Crouse** took the lead in ordering supplies for the new crews and stocking many of the trucks. **Diane Burris** and the office staff did a great job of adjusting to the increased administrative work.

After growing rapidly in 2013, the company's focus in 2014 will be achieving operational excellence in all areas. Company associates will be challenged to improve in the areas of safety, productivity, quality, and equipment maintenance. Thanks to all our customers, associates, and suppliers for enabling Carolina Tree Care to have an outstanding 2013!

What is Carolina Tree Care's Purpose?

Carolina Tree Care has always had a clearly defined mission and set of values. This year, the company's mission and values were updated and a vision statement was added. These statements communicate the company's purpose and how it operates. All associates are encouraged to use the company values to guide their daily actions. Carolina Tree Care's mission, vision, and values are listed below:

MISSION

To provide high quality, cost efficient tree care services to our customers while operating in a safe manner. To be a consistent witness for our Lord and Savior Jesus Christ and to operate our business centered in God's will.

VISION

To be the most outstanding tree care company in the communities we serve. To empower men to be committed leaders, husbands, and fathers. To make a positive difference in the lives of our customers, associates, suppliers, and community members.

VALUES

I – INTEGRITY

We are committed to operating in a manner that is open and honest. We take our relationships seriously and go to great lengths to ensure that trust is maintained. We believe that there is never a wrong time to do what is right.

C – CUSTOMERS

We are dedicated to providing outstanding service to our customers. We recognize that if we do not care for our customers, someone else will. We are constantly focused on exceeding our customers' expectations.

A – ASSOCIATES

We take pride in our qualified, experienced, and capable associates and recognize them as our most valuable assets. Our associates are the backbone of the organization and we promote a work environment based on leadership, teamwork, training, and a standard of excellence.

R – RESPONSIBILITY AND SAFETY

Our work practices include operating in a manner that is responsible and safe. We strive to protect the health and well-being of the individual and the environment. Safety is recognized as a necessity in our daily work activities.

E – EXCELLENCE

We strive to operate with excellence in every area of our business. We take pride in our work and desire to be recognized as a leader in the tree care industry. Both outstanding teamwork and individual effort are required in order for the company to perform with excellence in all areas.

NEW STAFF

Fleet Manager

We are excited to introduce a new addition to the Carolina Tree Care management team. **Lew Perry** joined the company in August as Fleet Manager. He has over 20 years of fleet management experience in the propane, petroleum, and home improvement industries. Lew is responsible for managing the company's fleet of vehicles and equipment. He oversees fixed asset purchases, maintenance, and sales. He graduated Summa Cum Laude with a Bachelor's degree in Business Administration from Pfeiffer University and also earned a Master's degree in Business Administration from Pfeiffer University.



Lew Perry
Fleet Manager

Field Safety Supervisor

We welcome **Lonnie Peyton** to the Safety Department as our new Field Safety Supervisor. Lonnie has over 20 years of industry experience and is nearing his 9 year anniversary with Carolina Tree Care. Lonnie's passion for safety and people make him an invaluable asset to our team.



Lonnie Peyton
Field Safety Supervisor

Office Gossip

As our company has added employees and equipment in our field operations this year, the office staff has experienced an increase in paperwork! We are constantly thinking of new ways to utilize technology to improve the productivity of our office operations. Several of the projects we have worked on this year include electronic direct deposit paystubs, online credit card expense submission, and an update to our telephone system. We continually explore enhanced reporting from our accounting system to provide data necessary to operate our company efficiently.

In an effort to help us with all the paperwork, we are pleased to announce that we have hired three new associates in the office. **Lisa Halbig** joined the office staff in August as Invoicing & Financial Specialist. **Christina Kain** came on board in November as Residential/Commercial Division Coordinator. **Kayla Melton** started in December as Payroll and Human Resources Specialist. We are pleased to have Lisa, Christina, and Kayla as part of our team!

Employee Achievements

We are proud to recognize the achievements of our employees. These employees have gone the extra mile to improve their skills and make greater contributions to the company.



Certified Treecare Safety Professional

Shane Buchanan Brian Wills
 Joshua Franz Bennie Wilson
 Jamie Johnson



Bret Bowman
ISA Certified Arborist



Jamie Johnson
SCVMA – Vice President



Gordon Spaugh
ISA Certified Arborist/Utility Specialist



Joshua Franz
ISA Southern Chapter – NC Director

CTC Anniversaries

Recognizing five years or more.

5+ YEARS SERVICE

Leonardo Aguirre
 Bernard Austin
 Michael Barbee
 Phillip Boyd
 Charles Brown
 Diane Burris
 Mark Cantrell
 Jacinto Castrejon
 Julio Chona
 Ronnie Cox
 Levern Dozier
 David Ellis
 John Frasier
 Guillermo Garcia
 Steve Hallman
 Jeff Hancock

Charles Harrison
 Milo Helmig
 Felix Hernandez
 Desmond Johnson
 Kevin Jones
 Jorge Martinez
 Walter Naillon
 Deborah Olmstead
 James Overton
 Lonnie Peyton
 James Pickler
 LaKirby Pollock
 Enrique Ramirez
 Marc Rayfield
 Bradley Richardson
 Nathaniel Robinson
 Sammie Roysdon
 Donovan Sandidge

Gordon Spaugh
 Randy Strock Jr.
 Franklin Young

10+ YEARS SERVICE

Ralph Adkins
 Eric Billie
 Maximino Bustos
 Kevin Gentle
 Glenn Gleaton
 Benjamin Miles
 Joel Norris
 Tyrone Oliver
 Lawrence Rivers
 Ray Snodgrass
 Simon Sorcia
 Randy Strock Sr.
 Andy Suggs
 Enrique Ventura
 William 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!