

Let's Talk Trees

Ethics Loyalty Integrity Quality of Life



From Joe...what's new

There is so much new stuff it's hard to know where to start!

The heart of our business

People and relationships have always been at the top of our list, so let's start with marriages and engagements. Two of our Plant Health Care techs, Randy and Alan, had weddings this summer. Woohoo!! And our Landscape Foreman, Matt, is newly engaged. And we've got babies! Dwight has a new baby girl, Taylor Marie, and Jaime welcomed a daughter, Judy Marie. There are at least two more on the way that we know about, so stay tuned.

We've also hired a talented Receptionist/Office Manager. To learn more about her be sure to read *Who's Hot!* And finally, Albert, our trusty mechanic, and Sam, the newest addition to our tree crew, have both signed on new homes. Wow, I better keep those guys busy!

There's more to life than business

Fall is the time of year for the NPHC annual company picnic. The tradition of getting our families together started 10 years ago at Kate's and my home with a fiesta theme, but has evolved into a western BBQ held at Corbin Park. This year we had 56 people attend! The crew enjoys the competition of Frisbee Golf, and Levi gladly earned a paid day off for coming in first! It is such a joy to play games with the children throughout the day, but young and old play together when it comes to the kickball game. This year we added a mega bouncy castle and face painting, which were big hits. Thank you to Drummin' Up BBQ for fabulous brisket, chicken and ribs!



Face painting was a hit!

The business of doing business

Believe it or not, we are updating the website. Seems like we just did this, but it has been 6 years since the last refresh. In addition to offering easier access for updates, the site will feature a robust photo gallery of our work (see column at to learn about our terrific photographer!). Watch for the changes at NorthwestPlantHealthCare.com later this fall. M

In Care of Trees,

Joe Zabely



We learned about Jenn when she passed a business card to her neighbor, Ben Kappen. The timing was perfect because NPHC just happened to be looking for a top-notch commercial photographer to capture the beauty of some recent landscape projects.

**Jenn Alberts
Photography**

jennalberts.com
509-868-5973

Jenn has local roots and is a graduate of Spokane Falls Community College and the prestigious Brooks Institute School of Photography. Her career has taken her to Seattle and California where she mastered the art of professional photo retouching and worked for many high-profile clients, including Disney.

While the "big city" offered career opportunities, when it was time to raise a family, Jenn longed for the benefits of a simpler life. "It all stemmed from having my daughter and wanting to be closer to family," she says.

Since returning to Spokane, Jenn has established her business by shooting portraits and weddings, but her true passion is commercial photography.

"This is where I want to grow my business," says Jenn, adding that "I want people to know I'm not just a wedding photographer!"

We couldn't agree more and are excited to showcase her work on the new site. M

← A photo from our new portfolio at left.



Aerial Rescue Training- Safety is Not for Dummies!

by Ben Kappen

Did you know a combined 24% of worker fatalities as reported by the U.S. Bureau of Labor and Statistics are caused by falls and struck-by incidents involving objects or equipment? Well, it's true. Therefore, it should come as no surprise that promoting safety and targeting training to prepare and protect workers are key components of NPHC's Mission, Vision and Values statement, which informs day to day company operations and long-term direction.

Due to the unique nature of tree climbing and often difficult access to work sites, Arborists cannot necessarily rely on emergency response personnel to possess the training and equipment to quickly rescue a worker injured high in a tree. As part of addressing this specific safety concern, NPHC has developed and implemented annual Aerial Rescue Training that provides workers with a simulated experience to help them prepare for such an emergency. This is no small feat when you consider that because the tree care industry is relatively small, this type of specialized training can be difficult to arrange and the associated costs are considerable for a small business.

The Big Day

The preparation of the site and training was developed and performed by NPHC personnel. The Zubaly's provided a Ponderosa pine tree at their residence in Rathdrum, ID for purposes of the

training and subsequent removal, and the Fairfield Fire Department generously loaned a 200 pound rescue dummy (which we graciously returned wearing an NPHC t-shirt!). The entire General Tree Work Division participated and various rescue simulations were performed from both a spar pole (a tree stripped of limbs) as well as from a bucket truck in order to maximize the opportunity. And yes, Kate Zubaly provided a delicious barbeque lunch!

Everyone agreed the day was a success because it not only provided valuable training; it also promoted team building, which is another important component of safety. M

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WE ARE HIRING!

CLIMBER/FOREMAN

3-5 yrs exp
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Finder's fee - \$500

YOUR CREW WAS PROFESSIONAL,

**courteous,
safety
conscious,
& efficient.**

I WILL CALL YOU AGAIN AND
REFER YOU TO MY NEIGHBORS!

~ Kathleen Brede, North Spokane



Jeff using strength and concentration to maneuver effectively during training exercise.



RECIPE

Peruvian Shrimp Soup



- | | |
|---|-----------------------------------|
| 3 Tbsp Grape seed oil | 8 cups water |
| 1 large sweet onion, finely chopped | 2 tsp Salt |
| 1 large red bell pepper, finely chopped | 2 cups canned coconut milk |
| 5 tsp minced garlic | 2 pounds raw medium shrimp |
| 28 oz. canned whole tomatoes | 1/2 tsp fresh-ground black pepper |
| 1-1/4 cup rice | 1 1/2 Tbsp lemon juice |
| 1/2 tsp red-pepper flakes | 3/4 cup cilantro |

Sauté the garlic, onion and bell pepper in oil for 7 minutes or until softened. Put tomatoes into blender and blend until smooth but thick. Add the blended tomatoes, rice, red-pepper flakes, water and salt to the pot. Bring to a boil and cook until the rice is almost tender, about 10 minutes. Meanwhile, shell, rinse & cut the shrimp in half horizontally. Stir in the coconut milk. Bring back to a simmer and then stir in the shrimp. Simmer until the shrimp are just done, 3 to 5 minutes. Stir in the black pepper, lemon juice, and cilantro just before serving. Add some more water if needs thinning and salt and fresh ground pepper to taste. Serves 6. M

ASK *the* TREE CARE EXPERTS

After this summer's heat, are my plants drought stressed? How do I prepare them for winter?

This year's spring and summer has bestowed record setting heat upon the Inland Northwest. The intensity and duration of this heat wave has weakened many plants, causing current health problems as well as increasing the risk of those in the future.

Often, a major contributor to winter or cold injury in plants is drought stress. Many plants, especially those considered marginally cold hardy that have experienced drought and an associated decline in vigor are more likely to suffer the impact of extreme cold or more commonly rapid and wide temperature swings in the late fall and early spring. In order to bolster plant health, resist the urge to forget

Resist the urge to forget about watering as the weather begins to cool.

about watering completely as the weather begins to cool or as sprinkler systems are shut off. Reducing watering days is optimal for plant health as well as conservation but regular deep watering of landscape plants and turf grass into the late fall is a good way to help restore ailing landscapes.

Along those lines, proper fertilizing can help to restore vigor and improve plant appearance following drought. Late summer and fall are not a good time to promote vegetative growth by using fast release, high nitrogen fertilizers due to risk of insufficient hardening off of plants prior to frosts. A prescriptive approach to fertilizing considering several factors can provide a path to restoring health. Things to consider are:

1. Application method and timing (is the plant dormant and tolerant or beneficial of fall fertilizing and will the delivery method be viable).
2. Individual circumstance (is there supplemental irrigation on the site and is the plant still drought stressed).
3. Fertilizer formulation (relatively low nitrogen in a slow release form that is recommended for fall application).

Finally, identify insects and disease issues currently impacting plant health as well as those that could pose risk. Treatments and timings vary for optimal success and as with all health related concerns; proactive measures are always the most effective. M

Who's Hot Wendy LaPlante

Welcome to our new Office Manager Sales Asst.

Wendy joined the NPHC team in June and is the new Office Manager extraordinaire. In addition to keeping the office running smooth, she also assists with sales. We are so thrilled to have her talents! Plus, she has the perfect last name.

A native of Ontario, Canada, Wendy has lived in Spokane since 2004 and was most recently an event assistant for the Glover Mansion. Before relocating to the States, Wendy was a graphic designer for 5 years, and before that, a jack-of-all-trades for a Martial Arts Studio for 15 years. "I did everything but teach," she joked, adding "and I do have my Black Belt in Karate!"

When asked what she likes most about her new job, Wendy replied "The environment. I love it. And these are some of the nicest people I have ever met." Of course, we feel the same about her. And while she does have that Black Belt, Wendy prefers a mellower pace these days. "I'm more into the Tai Chi idea now," she says. "It is easier on the body and you get the same spiritual benefits." M



What's Not! Unexpected change orders

A change order is when services and the resulting charges are added to a job in progress. If initiated by the client, the change is no problem. But, if the contractor adds costs not in the original proposal, there should be an estimate of those services and a darn good reason for them not being included in the original proposal. Did the estimator not do a thorough job of considering all contingencies? Did the salesperson underbid to get the job and then add what he knew would be additional costs? Either way, it's bad business.

NPHC prides itself in not using such "bait and switch" tactics and provides you with a detailed, line-itemed proposal that considers all contingencies possible. The original proposal may show more money to begin with, but the project comes without unexpected and costly changes. M

To Do List for Fall

Water those drought-stressed plants

Perform last lawn fertilization

Consider tree fertilization needs

Systemic insect control for next year's aphids/borers

Winterize irrigation system

Start the design phase of your spring landscape project



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**THE
INSIDE
DIRT**

Jenn Alberts
Photography

Arial Rescue
Training

Meet Wendy
LaPlante!



The benefits of fall pruning

by Ben Kappen

Autumn can signal a great opportunity to accomplish pruning objectives that may have been otherwise overlooked or delayed for various reasons. As you clean up around the garden, take time to look at trees and shrubs to identify pruning that might be best dealt with before the next growing season.

Fall is a great time to address corrective or structural pruning needs, especially in trees. This can include the removal of dead or broken branches but it is important to identify structural defects as primary goals for live wood removal. Defects can include crossing or rubbing branches; narrow crotch angles and included bark; and co-dominant stems and excessively long or weighted limbs that can tear away from the trunk with snow/ice or wind load. Look for branches that rub against the house or that overhang a walkway, driveway or the roof.

Proper pruning of trees and shrubs before rough weather can make them less prone to storm damage and could prevent damage to structures or other plants. If removal of a defect will destroy the shape or represents a major loss of canopy that could potentially affect overall health, you may be able to cable and or brace the limb to secure and stabilize its position. M

Customized care leads to beautiful results!



NOW is the time to schedule your dormant season pruning. **CALL US TODAY!**