



Winter 2011



I want to thank you all for making Quality Tree Surgery the best tree company in Nashville through the *Nashville Scene*. In a typical election or voting-based awards program, the competitors will use advertising and marketing as tools to keep themselves remem-

bered at the voting booths; we did none of that. That is what truly makes this so gratifying. Knowing that you, the customer, took time out of your day and remembered us when voting for "Best of Nashville" without being coerced or reminded is truly special. Believe me, there was much chatter around the office when the results came in. We hugged each other, shook hands, high-fived, and generally celebrated. I believe every employee stopped on their way home that day and picked up a copy of the *Nashville Scene* and its proclamations. We showed our spouses, children and anyone else who we thought may care. We purchased a large banner proclaiming us the "BEST TREE COMPANY OF NASHVILLE 2010" and put it up outside of the office. We drive by that banner every day when coming and going from work, and we are reminded of the thoughtfulness of you, the customer, each time we see it.

To be the best tree company you must have the best employees. We do, and 2010 proved it.

On Sunday, May 2nd, I was sitting at home watching the news and weather about our current crisis-the flood-when I received a phone call. A co-worker had driven by the office and had seen the results of some high wind damage. A large oak had broken and was completely blocking our parking area. Shingles were missing off the roof, and there was general damage to surrounding properties. After a short discussion, we agreed to meet there and clean up the oak so that on Monday we would be able to park. From there, things got real serious real quick. Upon arrival, we checked the answering machine and realized that damages were far from a localized problem. The machine was nearly full. We contacted Ruel, salesman and owner, and he came in. While we worked to clear the parking lot, he was busy returning calls and driving to properties with damages. As the rain continued to come down and the flooding got worse, we were out there clearing drives and supporting trees that would otherwise have fallen over due to saturated ground. I was in communication with my then girlfriend now wife as she updated me on road conditions so I could route myself to these properties. We volunteered for this. It wasn't mandatory, we simply just wanted to help.

Later on in the summer, we continually had pop-ups of severe thunderstorms all over the mid-state; it seemed to happen weekly. A crew of men could always be found at the office, waiting in case of a call. True, some of this is mandatory, but, oftentimes, you would see others waiting, just in case they too could help. We would work until after dark on Friday nights and come in early on Saturday to take care of damages if that's what it took. And though we were working overtime and coming in on our days off, no one complained or tried to take short-cuts. We never had a hard time getting a crew together for emergencies; everyone here takes pride in what they do and are constantly looking to help. Just last week we had a tree pruning job that we had to complete by the end of the day, and we had guys volunteering from the turf division and landscape division, and even our secretary said she'd go and work, dragging brush or anything that could help. To have this kind of work environment is great. But to be recognized for it by you, the customer, is phenomenal. Once again, thank you Nashville, for making us the best tree company around. **By: Joe Giansante**

## LANDSCAPE INDUSTRY CERTIFIED

### Steve Cooley



The Professional Landcare Network (PLANET) announces that Steve Cooley of Quality Tree Surgery, Inc., in Nashville, Tennessee, has earned the Landscape Industry Certified Horticultural Technician and is now nationally certified.

Candidates pass two extensive exams covering the care of trees and shrubs in residential and commercial landscapes. Those achieving this certification have expertise in a wide selection of plants used in area landscapes and can recognize pest problems and other factors that stress ornamental foliage. Successful candidates understand the need to carefully observe foliage for the subtle signs that signal a situation to be controlled before it becomes overwhelming or uncontrollable.

Certification enhances an individual's professionalism, demonstrates a sense of personal achievement, and increases respect and recognition in the profession.

## Frost Damage & Turf Care...

By: Jeff Stokes



What happens to your lawn when we get a hard freeze during the winter months?

First of all like most plants, turf grass (fescue) is made up of a large portion of water. So when we get sub 32 degree temperatures, the plant cells inside the grass freeze or crystallize. This is what causes the fescue to turn brown during the cold months. It is not dead! **DO NOT WORRY!!!!**...It may look completely

brown, but once we get some warmer soil temperatures, it will grow out of this condition. The early fertilizer applications will aid in this process.

Have you noticed footprints in the lawn? This is simply where the lawn has been walked across while the grass is frozen; the plant cells are broken when stepped on thus leaving footprints...**Again do not worry!** The turf grass will grow out of this and recover nicely.



## Something you should know...

By: Ruel Jones



Twenty seven years ago when I started this tree care company, I had no idea I was lined up for a rollercoaster ride of Feast or Famine as a career. That's right; a rollercoaster job is putting it lightly because in the spring and summer, wonderful volumes of work come in like nobody's business but then come the winter months where starvation and poverty-stricken days show up and surround us like buzzards on road kill.

Getting a tree job is like standing in a soup line with only enough food for half the people and everyone cutting corners to get in front. It's too funny I'm telling you! I catch myself laughing at the irony of why in the world anyone would start a tree care company - "*Just kidding*".

Anyhow, facts are, the best time of year for tree operations are the winter months when trees are in a *kind of* sleep mode or should I say, "taking a rest and gearing up for the next growing season."

Not only is it better for the tree but winter pruning is easier because it's easier to see limbs without leaves blocking the view of dead or unproductive branches. Pruning off undesirable live material is better because the tree hasn't spent all that energy growing leaves. It's almost always more cost effective because of factors like less debris to clean up and no delicate flowers growing up under the trees to work around, of course, there is less of a work load which means no over time hours.

Fact is, winter months are hands down the best time of year to have tree work performed regardless of what kind of maintenance it is, and, of course, above all other reasons, the best time to have any kind of work done is when you are ready. It's not necessary to wait until spring or summer. If you have tree work to do and you are in a position to have it done, do it now; by doing so, you will probably save money, as well.

---

## Risk of Referring...

By: Ruel Jones

We always take a risk when referring someone to our friends, family or colleagues. I have had it happen to me and most of you probably have had it happen to you as well; your referral didn't come through with shining colors, and now you look like a goofball for referring that person. It's embarrassing, too, not to mention that your friend thinks it's your fault for getting them in such a mess.

Well, I have little time for being jerked around by some nut case who really doesn't want to provide top of the line service. After being in business over 27 years and weeding out a lot of "dead beat bubbas," we have a list of really good companies and people that continually provide excellent service.

Understanding the importance of a referral keeps us sharp as a razor; we know someone has put their reputation on the line in telling their friend about us, and we won't let them down.

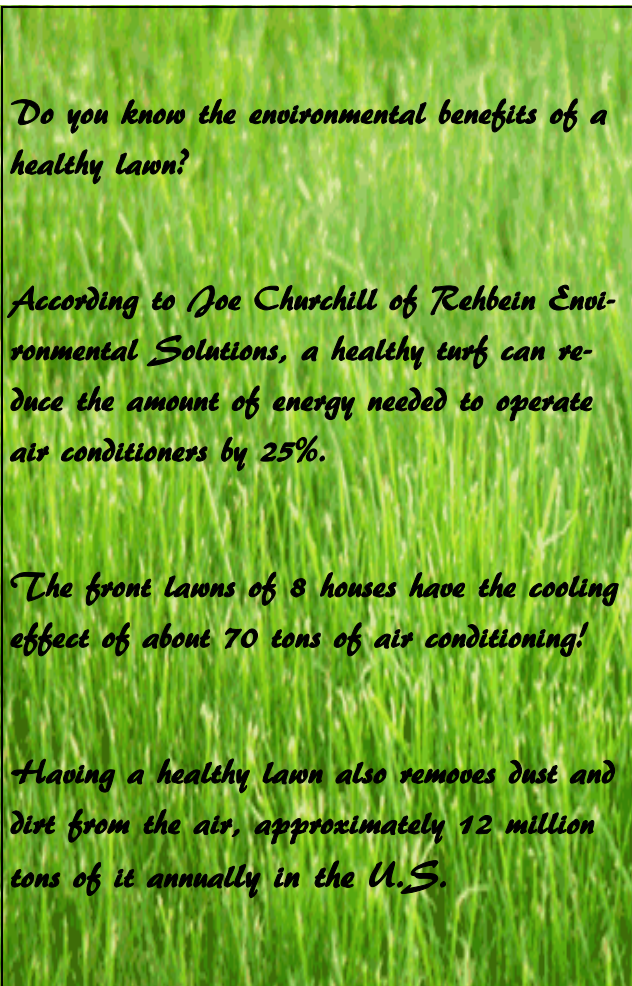
I will be referring some of the people we trade with in each issue of this paper. I feel that a personal referral is the best and most likely way to find a competent place of business where everyone comes out a winner.

Steve Bass with Bass Tire – Talking about top of the line service, these guys lead by leaps and bounds. They are a no bull company with super nice people who get the job done and make your experience pleasant. I have been trading with Bass Tire for over 18 years and they are wonderful, prompt, honest, down-to-earth and truly caring people. So, you may already have a personal tire company, but if you don't, you will find a friend and good service at Bass Tire.



515 Tanksley Avenue  
Nashville, TN 37211

Phone: 615-833-6638  
Fax: 615-832-5036  
Email: QTS@QualityTreeSurgery.com  
www.QualityTreeSurgery.com



*Do you know the environmental benefits of a healthy lawn?*

*According to Joe Churchill of Rehbein Environmental Solutions, a healthy turf can reduce the amount of energy needed to operate air conditioners by 25%.*

*The front lawns of 8 houses have the cooling effect of about 70 tons of air conditioning!*

*Having a healthy lawn also removes dust and dirt from the air, approximately 12 million tons of it annually in the U.S.*

## Meet our Landscape Professionals!

### Curt Watson and Jesse Ragan



#### Our Landscaping Division Offers:

Full Service Maintenance

Turf Programs

Leaf Removal

Installation of Trees and Shrubs

Mulching