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**THE**

# VEGETATION MANAGER *magazine*

# 2020

## **PUBLIC TRUST:**

**BEYOND RELIABILITY  
PART III**

**MOTIVATING AND MANAGING  
PART II**

**PUBLIC TRUST, EXPECTATIONS AND  
MODERNIZING CUSTOMER SERVICE**

**PVMA PHOTO CONTEST**

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# PRESIDENT'S REPORT



## - CODIE ANDERSON, PRESIDENT PVMA



The Board of Directors had a face to face meeting at the PVMA office in December to set budget, review HR policies, discuss options for spending casino funds, review letters regarding pesticide credits and Environment Code of Practice for pesticides review, and review bursary & scholarship applications to select our 2019

recipients. Afterwards we enjoyed a Christmas lunch with our administrative staff.

We have 2 long time board members who are completing their final term with the PVMA and, under our by-laws, they will not be eligible for re-election.

We want to thank Brandon Tupper who has served the association so well as it's President for the past nine years. During Brandon's terms he was instrumental in facilitating our name change from IVMAA to the PVMA and in updating our by-laws. He along with our Executive Director at that time, Neil Thiessen, secured office space and hired a new part-time Administrative Assistant, who later transitioned to Office Manager following Neil's retirement. He also created a new website with our new name. Shortly thereafter we moved to a larger office that gave us a more space to hold meetings and store files and then we added an additional part-time administrative staff member. A new board of governors and board and committee structure was also set up and a new certification process was developed during his time as President. As well, 2 industry manuals were updated, and a new editorial committee was formed with a new look to our Vegetation Manager magazine.

Brandon has brought the PVMA to a new level of professionalism and gave us a new vision: To take a more proactive approach to constantly emerging vegetation management issues as well as to broaden the membership base to better serve the infrastructure owners who work with our associates toward best vegetation management practices.

We also want to thank Candice Manshreck.

Candice has also served as a board member for six years and been our seminar committee chair. Candice has continually improved the quality of our workshops and conferences by bringing in innovative speakers on Industry relevant topics. The attendance at these events has grown over the past few years, due in part to her efforts.

The future looks bright for the PVMA with administrative support and structure in place, but we can not continue to do what we do without our board and committee volunteers. We need your help to ensure the future of your industry as an influential body, to advocate for better government vegetation policies, and to increase opportunities for sharing knowledge and best practices with other vegetation professionals, for yourself, your company and the environment.

*Codie Anderson – PVMA President*

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**Intake #1: April 22, 2020 | Intake #2: April 29, 2020**

VISIT: [WWW.PVMA.CA](http://WWW.PVMA.CA)

FOR MORE INFORMATION OR TO REGISTER.

# BEYOND RELIABILITY, TO IVM, STEWARDSHIP AND SUSTAINABILITY - PART III

- BY JOHN GOODFELLOW

## PRINCIPLES OF ROW STEWARDSHIP

(DEVELOPED 2014, REVISED 2016)

### SUSTAINABLE MANAGEMENT

1. Compliance With Laws
2. Tenure Right of Use and Responsibilities
3. Community Relations And Workers Rights
4. Management Planning

### TENANTS OF INTEGRATED VEGETATION MANAGEMENT

5. Understanding Pest And Ecosystem Dynamics
6. Setting Management Objectives, Tolerance Levels, and Action Thresholds
7. Compilation Of A Broad Array Of Treatment Options
8. Accounting For Economic And Ecological Effects Of Treatments
9. Site Specific Implementation Of Treatments
10. Adaptive Management And Monitoring

## P1 COMPLIANCE WITH LAWS

ANSI A300 "Normative references" | ANSI Z133 Arboricultural Safety Requirements | 29 CFR 1910, General Industry | 29 CFR 1910.268, Telecommunications | 29 CFR 1910.269, Electric Power Generation & Distribution | 29 CFR 1910.331-335, Electrical Safety | FIFRA (Federal Insecticide, Fungicide, and Rodenticide Act) | NERC Standard FAC-003-4, Transmission Vegetation Management Program

## WHAT ELSE?

- Pipeline related – FERC, DOT, etc.
- "Environmental" – e.g. Migratory Bird Act, Endangered Species Act
- Archeological
- State & Local
- The vegetation management program and vegetation maintenance practices comply with all laws and regulations.
- Vegetation management plans and maintenance practices incorporate appropriate industry Standards, Best Management Practices (BMPs), and other guidance applicable to IVM. This includes labor and immigration laws.

## P2 TENURE, USE RIGHTS, AND RESPONSIBILITIES

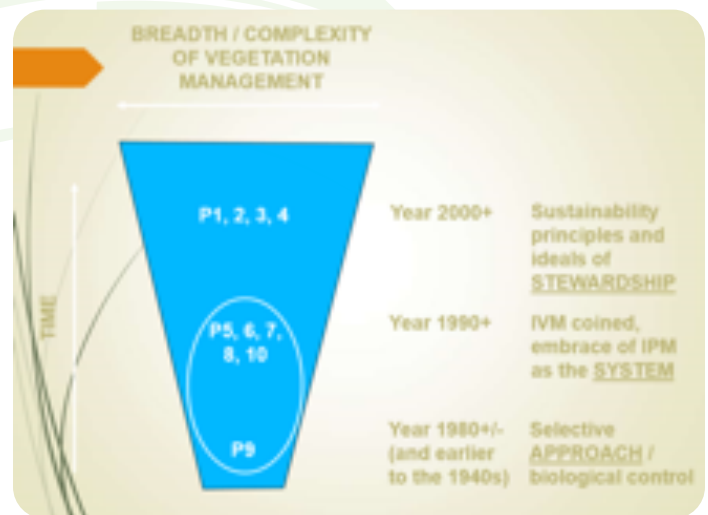
- Clear rights to use, manage, and maintain the ROW corridor for the purposes described in the VM management plan.
- Long-term rights to maintain may include: Fee ownership; Easements: Franchise rights; License rights;
- Prescriptive rights
- The VM program addresses the need to maintain ROW access
- Illegal or unauthorized uses of the ROW are discouraged, and public safety is prioritized.

## P3 COMMUNITY RELATIONS AND WORKERS RIGHTS

- Stakeholders are apprised of the VM program, IVM practices, and resulting benefits.
- Communities and other stakeholders affected by proposed IVM operations are informed of the primary goals of reliability, safety, and assuring access
- The IVM plan is based in part on interdisciplinary collaboration with other departments within the organization that can provide relevant support.
- The input of appropriate stakeholder groups interested in or affected by ROW IVM is invited and considered

## P4 MANAGEMENT PLANNING

- The VM program is based on a formal management plan with supporting references/documents.
- The VM program includes project-specific annual maintenance plans that take local considerations into account.
- Strategic management and annual maintenance plans are periodically revised to incorporate the results of monitoring or new scientific and technical information, as well as to respond to changing environmental, social, regulatory, and budgetary circumstances



## HARMONIZE: THERE ARE CORE MANAGEMENT PRINCIPLES COMMON TO BOTH IPM & IVM

An emphasis on a biological and ecological understanding of the target species (pest). Establishment of management objectives, tolerances, and treatment thresholds. Assessing and monitoring target species populations. Reliance on a variety of biological, cultural, physical, and chemical methods. Emphasis on proactive preventive responses to target species (pests). Inclusion of post-treatment evaluation of control methods and treatments to determine the need to adjust and improve the program.

## HARMONIZE, YES. BUT THERE ARE SOME IMPORTANT DIFFERENCES BETWEEN IPM & IVM

**IPM** : IPM typically focuses on insects, fungi, and other diseases of desirable host plants.

**IVM** : IVM, in contrast, focuses on establishing and maintaining populations of compatible plants by controlling incompatible plant species. In this context, species of plants that are incompatible with site objectives are pests. This is the classical definition of a weed: a plant out of place.

## OTHER IMPORTANT DIFFERENCES BETWEEN IPM & IVM

**IPM** : Pest pressure can vary dramatically within a growing season. The focus tends to be on specific desirable crops or individual host plants. Some level of loss is expected and acceptable.

**IVM** : Pest pressure typically increases over multiple growing seasons. The focus is on establishing and maintaining compatible plant communities rather than individuals. There is no tolerance for tree-initiated faults on the transmission systems.

## OTHER CHANGES TO ANSI A300 PART 7:

**INTRODUCES A NEW CONCEPT** – (76.6.2) Appropriate chemical methods should be used to transition plant community to sustainable, compatible species by facilitating biological controls. (chemically facilitated biological controls).

## INCLUDES PRESCRIBED FIRE

- (76.8) – Prescribed fire should be considered where appropriate;
- 76.8.1)- Prescribed Fires shall not be used in situations where unintended ignition or other inherent hazards exist.
- Reclassification: Physical Control Methods | Manual methods (hand operated tools) for selective removal of incompatible species. Mechanical methods (equipment mounted tools or devices) for non-selective removal.



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## MOTIVATING AND MANAGING GEN “Y” (PART II): A LEADERSHIP CHALLENGE

- BY BRENDA ROBINSON

“ IN THE LAST ISSUE OF THE VEGETATION MANAGER MAGAZINE (OCTOBER 15 2019) WE DETAILED 5 OF THE TEN KEY ELEMENTS THAT INFLUENCE GENERATION “Y” BEHAVIORS AND ATTITUDES. HERE ARE THE REMAINING ELEMENTS ALONG WITH FIVE REMAINING KEY STRATEGIES TO SUPPORT EFFECTIVENESS FOR LEADERS AND MANAGERS.

### INFLUENTIAL ELEMENT #6

Gen Y was raised to be assertive. They were clearly told that their opinions and ideas were important and should be shared. They are not afraid to ask questions and they expect and may even demand answers. Older generations encouraged Gen Y as children to be more assertive and stand up for themselves and their values. As a result, they do and then older generations are surprised at their assertiveness. They even suggest it is aggressive or describe it as “attitude.”

Gen Y, as part of their assertiveness expects clear, direct communication. They have no patience for passive/aggressive behavior and they have been taught to recognize and take action when people behave aggressively (especially bullies in their workplace.)

Gen Y will ask “why.” They expect and believe they deserve an explanation. They put a lot of emphasis on having logical explanations and enough information to support decisions and directions.

Part of their assertive behaviour also involves their desire to engage in

discussions and contribute to decisions that are being made. They are much more motivated by activities where they have input into not only what needs to be done, but how to do it. As a result, when they are told what to do, they often see that as the beginning of a discussion rather than the end. And.... they will prefer to be asked than told because it sets a better tone for discussion. It isn't about doing or not doing what they are told. It is more about being involved in how to get there.

Gen Y are not great believers in non-verbal or indirect communication. When they don't know or can't understand what is meant (especially the tone or inference), they will ask for clarity. They know how to make “I” statements and they are skilled at behaviour description. They may say:

***“I know you said it was okay. Your tone didn't sound as convincing. Can you clarify that for me?”***

***“You didn't say ‘Good Morning’ on your way in. Is there something we should know about?”***

***“You didn't contribute any ideas during our discussion. Should we see that as your agreeing with our ideas?”***

Sometimes, these direct observations catch other generations by surprise. They feel “on the spot” or “called to task.” Gen Y wants concrete, clear information.



They are not tolerant of assumptions, perceptions or trying to figure it out. They can influence clear communications and when they do it well – it helps!

### **INFLUENTIAL ELEMENT #7**

Generation Y believes in the principle of “Work Smarter not Harder.” They are always on the lookout for shortcuts and easier or simpler ways to do things. They do not subscribe to the idea of “busy hands are happy hands.” Sometimes they get labelled as lazy or as procrastinators when they spend looking for faster, easier ways to get the job done.

They have very little patience for repetitious or routine hard work. They look to technology or new developments to ease labour intensive activities or to break the boredom of routine tasks.

We’ve always had this kind of thinking. It is what is behind many inventors and many new techniques or approaches. The challenge for older generations is to welcome this kind of thinking. We tend to defend it with exchanges like this:

**Gen Y: “There is a new app that we should have for this.”**

**Baby Boomer: “We just implemented a whole new approach two years ago.”**

**Gen Y: “This new app will save us both time and money.”**

**Baby Boomer: “We should master what we have before we try something new.”**

**Gen Y: “This new app is a lot better – we should just get rid of what we have and move quickly before we waste more time and energy.”**

**Baby Boomer: How can we be sure it is better? We thought this was the answer two years ago.**

This conversation results in a defensive baby boomer and a frustrated Gen Y. We need to coach Gen Y to make their case in terms the older generations understand. Whereas the Gen Y thinking is around “let’s try it”, the older generation wants to review it, evaluate carefully and compare it to what has been done before. It is almost a difference of looking back for confidence to experience and success or looking ahead with confidence in anticipated success and change.

It is also a dramatic change in values and expression of what is important. Older generations were praised and rewarded for working harder and longer. A great deal of social conversation revolved around how much, how long and how hard people worked.

Gen Y does not engage in much of this kind of conversation. They tend to be more interested in discoveries, the excitement of change and ideas for improvement. Remember, they were rewarded for thinking outside of the box. They were encouraged to share their thoughts and ways of thinking. They never bought into:

**“If it isn’t broke, don’t fix it”**

**They bought into a new approach:**

**“If it works, let’s see if we can make it work better and faster.”**

Are we ready for Gen Y at work?

### **INFLUENTIAL ELEMENT #8**

Gen Y believes fully in work/life balance. They believe that work and life should complement each other. They place importance on what they do outside of the workplace and how that can actually support and complement their work. It isn’t because they don’t place importance on the work - they do. It is all part of the continuum of who they are and what they do.

Gen Y takes their holidays in full. Indeed, they may even ask for extensions to holiday plans. They view holidays and vacation as time to rejuvenate and energize. They value breaks and they want their workplace to value and appreciate the importance of breaks.

Gen Y will take full family leaves. Both men and women will invest more in family time and involvement than generations have done in the past.

They believe that work and family and social life should support and complement each other. They will seek opportunities to include family and social activities to balance with work activities.

Gen Y seeks a workplace that values work/life balance the way they do. They have an expectation that employers will understand this value system and support it. They look for “family friendly” workplaces that are flexible and responsive to work/life balance needs.

There is some line of thinking that they have been parented by helicopter parents who hovered over them at length. As a result, they have an expectation of being fully appreciated in home and family life. They will expect flex time to go to family events. They will engage in planning that includes social and family events. They expect co-workers and supervisors to be interested and engage in conversation about “outside” activities. In turn, they are interested in the same for others. They have a more “holistic” view of job satisfaction which includes balance for work and play.

### **INFLUENTIAL ELEMENT #9**

Gen Y is the generation of comfort, joy and excitement with technology. They have been playing with technology since they were in preschool. They always know what’s new, next and what is exciting in the world of technology.

Computers are their social network, their library of resource, their lines of communication, their connection to the world and news of the world. They Google, they Tweet, they Facebook, they search and play with technology every day. They are always looking for the next change, the new upgrade, the next tool and the next toy even before it comes on the market.

They line up to be as close to first to buy or access the new change in technology. They talk about new technology with excitement, enthusiasm and positive anticipation. They may tend to be impatient with the caution and hesitation or trepidation that older generations have for technology change. They sometimes forget that their joy comes from long term comfort with computers in general and their ongoing love affair with new technology. They are prepared to move quickly and respond to each new challenge with positive energy and expectations for success. Their communication may be somewhat dismissive when they are questioned or asked for detailed explanations.

However, their skill and knowledge level is amazing. We must all work hard to find common language with which to share their skill and knowledge. Gen Y can lead us into the next era of technological advance.

### **INFLUENTIAL ELEMENT #10**

Gen Y sees no need to separate work and play. Indeed, they truly believe work should be fun and will have more quality when people enjoy what they do.

Generation Y has started to ask questions in the interviews about “fun activities” in the workplace. They often organize sports pools, potluck lunches, theme days, meeting icebreakers, office decorating and even friendly competition at work. They look for ways to engage, involve and include working teams in fun or play activities to enhance morale, motivation and workplace interaction.

They will organize social events; they plan fun activities into meetings and retreats, and they look for opportunities to incorporate work and play. Sometimes this is difficult for older generations who may have been told to “quit laughing and get to work.” They may sometimes wonder how much work is getting done when people are having fun. There is a growing bank of testimonial evidence from workplaces that work, and play can go together. We can actually get the work done even better when we lighten up and enjoy what we do.

We can certainly look forward to the challenge of bringing more fun, play and enjoyment to our work environments. Gen Y will make sure we do. When we consider all of these influential elements that make up the patterns for Generation Y at work, what do we do now?

Here are the remaining five top tried and true strategies to help us recruit, retain, train and manage Gen Y. Can we meet the challenge?

### **STRATEGY #6**

Encourage and support assertive interactions – use a communication style that is focused on solutions and outcomes. Gen Y will not be intimidated by aggressive behaviours and are particularly turned off by passive aggressive behaviour. Use approaches that encourage mutual positive results.

### **STRATEGY #7**

Work smarter, not harder – look for shortcuts, set priorities and focus on doing the important things.

### **STRATEGY #8**

Walk the talk around work life balance – be flexible and responsive to changing priorities and new values systems.

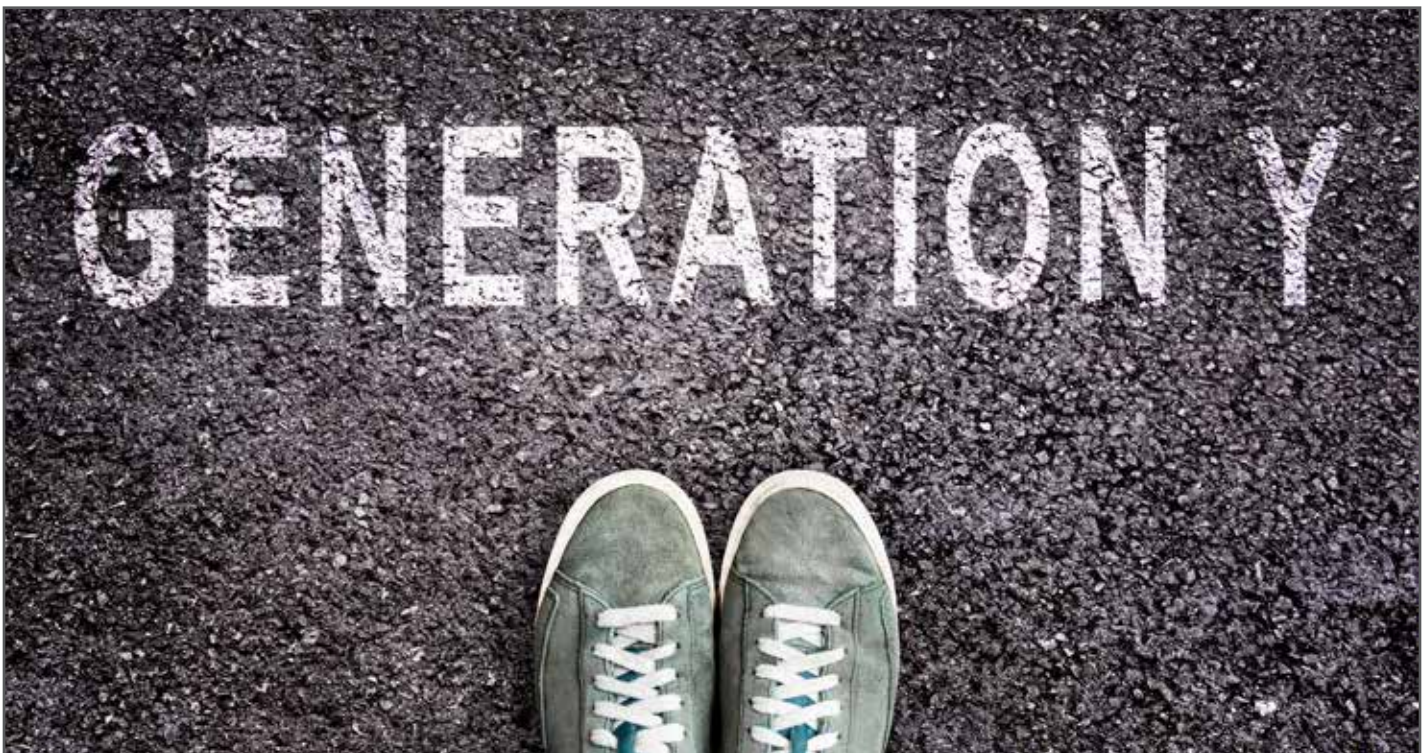
### **STRATEGY #9**

Get excited about technology – learn from Gen Y what technology can do for all of us. Be open to what’s next and what’s after that too!

### **STRATEGY #10**

Have fun. Be fun! Know the importance of working and playing and playing at work!

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# CODIE ANDERSON : INDUSTRY SERVICE PROFILE

- BY BRITTA ROPPE AND MARYNA RATH



Codie Anderson has been in the residential and commercial tree care industry since 1991, starting in landscape construction and maintenance.

His family convinced him to apply for an arborist program in 1995 and he hasn't looked back since. He joined ArborCare in 1998 as an operator and climber and has taken on various roles over the years – from safety supervisor, operations manager and director of special projects.

Currently, he is the health and safety manager for Wright Tree Service of Canada, Ltd., which acquired ArborCare in May 2019.

One of the most difficult transitions Codie faced in the industry was moving from a field employee

to the office. He credits his mentor, friend, and founder of ArborCare Jim Fisher for guiding him into service roles early in his career.

He continues to give back and stay involved in the industry by serving as a member of many industry organizations, including the International Society of Arboriculture (ISA), American Society of Consulting Arborists, Utility Vegetation Management Association, and the Tree Care Industry Association.

Over his career, Codie has held leadership roles for various industry organizations. He was a board member and vice president of the Industrial Vegetation Management Association of Alberta during its transition to the Professional Vegetation Managers Association (PVMA) and currently serves as the president.

He has also served as a director for the Southern Chapter of the Landscape Alberta Nursery Trade Association, director and vice president of the Society to Prevent Dutch Elm Disease and, in 2011, was chapter president of the ISA Prairie Chapter.

He has participated with three curriculum review committees; one for the Mount Royal University Leadership Development Extension Program and two more related to the green industry including one for the same arborist program he attended a decade earlier.

Codie considers the arborist community as part of his family. He continues to give back to the arboriculture industry by supporting and participating in the ISA Prairie Chapter Tree Climbing Competition as a volunteer, competitor and judge. He has been an integral part of the growth of many organizations because of his focus on encouraging and developing team members. Codie believes that personal development is the cornerstone to professional development and community growth.

“ I WAS LUCKY TO FIND A JOB THAT ALLOWED ME TO TAKE CARE OF TREES, BUT I FEEL PRIVILEGED TO HELP TAKE CARE OF ARBORISTS,” SAID CODIE ANDERSON. “OUR COMMUNITY IS MADE UP OF MANY SELFLESS AND SEEMINGLY TIRELESS INDIVIDUALS WHO WORK BEHIND THE SCENES TO MAKE THE INDUSTRY BETTER FOR ALL OF US WHILE ENSURING THE DELIVERY OF SAFE AND RELIABLE POWER TO OUR HOMES AND BUSINESSES.”

He wants to thank his wife of 25 years, Tina, for supporting all of his endeavors over the years. Codie is thankful for his Wright Tree Service of Canada family and mentors in the arboriculture industry. He hopes to inspire others in the community to give back and get involved.



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# PUBLIC TRUST, EXPECTATIONS AND MODERNIZING CUSTOMER SERVICE

- BY RUSSEL LOLACHER



Social customer care expectations are growing; make sure you're ready. In this article I will explain how the online customer care landscape has changed and the importance of social media customer service.

## CUSTOMER SERVICE IS A SPECTATOR SPORT" – JAY BAER

### ENGAGEMENT:

- Think about the last great customer experience you had. What one word comes to mind.
- Think about the last bad customer experience you had. What one word comes to mind.
- Even the littlest things can be annoying.

## 1. CUSTOMER EXPERIENCE IS AN EMOTIONAL EXPERIENCE

Oh the Humanity

Familiar words: relationships, social, community, trust.

These are words of friendship and connection, not business-y words.

### BASIC NEED AND A GREAT OPPORTUNITY

- **MASLOV'S NEED HIERARCHY**
- Base – Basic Needs of air, water, shelter, food, health, etc.
- Level 2 – Safety and Security
- Level 3 – Belonging and Love Needs – relationships
- 1. Zuckerberg – "I'm changing the goal I give our product teams from focusing on helping you find relevant content to helping you have more meaningful social interactions." "Encourage meaningful interactions between people."
- Level 4 – Esteem Needs aka status and reputation aka value
- Level 5 – Self Actualization aka purpose/personal development

You are being compared to the last great customer experience your customers had. Regardless of industry. It's about a feeling, not a product/service. And social media is where they are engaging.

### THE RIGHT STRATEGY: TREAT CUSTOMERS LIKE FRIENDS YOU WANT TO HAVE AND KEEP

### THE STATE OF CUSTOMER'S WORLD

#### STATE OF TRUST

Edelman's Trust Barometer 2019 (below 50: mistrust, 60 above: trust)

- For Business
  - i. Global score: 56
  - ii. Canada score: 56 (+7 since 2018)
- For NGOs
 

Global score: 56  
Canada score: 59 (+9 from 2018)
- For Media

Global score: 47

Canada score: 57 (+8 from 2018)

- Mass population is the influence and authority over establishments. People trust people they like and have a relationship with.

Therefore: You need to build real relationships with your customers. They don't trust you otherwise.

#### STATE OF EFFORT

- 11% of customer complaints are responded too on social media. That's ignoring a LOT of people – Jay Baer and Edison Research
- Therefore: Customer are making the effort to reach out to you, because they care. Businesses need to put some effort in responding.

#### STATE OF EXPECTATIONS

- 53% of customers expect a response on social media within 60min. 72% if it's for complaints. – Lithium Technologies
- Therefore: One of the most important things to customers is to feel valued, that includes their time. We can step up by being more responsive, cause those expectations are not coming down.

#### STATE OF CARE

- On social, brands send 23 messages for every 1 consumer response
  - Sprout Social 2016
- Therefore: Brands need to show they care more about people than they do themselves. Ever been to a party and there's that one person that just talks about themselves. We hate that guy. Don't be that guy.

#### NUMBERS TO KNOW

- Customer service interactions on Twitter increased 250% from 2015-2016
- If we respond: 20% increase to advocacy rate, If we don't respond: 43% decrease to advocacy rate
- 67% of consumers now use social media networks like Twitter and Facebook to seek resolution for issues
- Social Media is the 2nd most used channel for complaints (after in-person, before email)
- 1 out of every 3 minutes spent online is spent on social media. Canadians spend 24.5hrs online a month.

## 2. ARE YOU READY FOR SOCIAL SERVICE?

### DEFINITION OF SOCIAL CUSTOMER CARE:

Using social media platforms as customer support, both reactively (responding to questions and concerns) and proactively (monitoring; providing timely, customer-centric information and content).

# “CUSTOMER SERVICE IS NOW A SPECTATOR SPORT” – JAY BAER

## 9 WAYS TO CHECK IF YOU ARE READY TO GIVE SOCIAL CARE

**CUSTOMER FOCUS** - Are you truly customer-centric? Does this benefit me or my customer? (should be both) It's not the better you're going to find, but who better you're going to be.

- “Can we turn off comments?”
- “Are customers' expectations realistic?” - Executive
- Risk adverse vs. Risk aware
- Serving yourself or serving your customer (ie approvals)

**SOCIAL INTENT:** Are you Doing or Being Social?

- Doing is an activity that anyone can easily replicate. Content calendars and scheduling.
- Being is about INTENT behind the actions: wanting to genuinely foster conversation and make connections with people on an individual basis (trust and relationships)

**PLATFORMS** – are you where your customers are? And are you using those platforms to their full potential to serve your customers?

**GET THE RIGHT PERSON** – Who is speaking for your company and do they fit the human-tone you want?

**TRAINING** – Does your team have the skills needed. Are you updating their training? These platforms change a lot.

**GUIDELINES** – do you have a consistency in your process? How empowered is your team? What is your approval process like? When do you go off line? What's the plan for different scenarios? When does something become a “crisis” or “emergency”

**METRICS**– How are you measuring success and communicating it internally or externally?

- Engagement Rate, Response Rate, Handling Rate
- No one cares about your followers!

**INTEGRATION** – is social siloed? Do they fit into the goals of your business?

**RELATIONSHIP MANAGEMENT** – how are you keeping track of your new friends?

(Less Annoying CRM, Nimble CRM, Hubspot (free))

Courage:

- Lack of Control
- Public Agendas
- Big “P” Politics

## **BAD**

- New York Union Street Guest House B&B:
- put a bounty on their customer's heads.
- \$500 is how much they would take off customer deposits if they wrote a bad review on YELP.

## **GOOD**

Casper Mattresses

TONS of personality. They love GIFs. They respond to everyone

They have a podcast!

They will tweet new owners of their mattress to ask how night 1 went.

## 3. HOW TO KEEP AND HANDLE CUSTOMERS

### **BE REACTIVE**

- Be truly customer-centric: T.U.R.N. UP
- Timely – respond quickly
- Useful – be the guy that helps people move
- Relevant – help me with my problem, not your product. Solve, don't sell.
- Nearby (Accessible) – are you available when your customers want you. The right platform, the right hours of operation.

### **BE PROACTIVE**

- Listen to Feedback
- Might inspire new products and services.
- Fixes issues you weren't aware of
- Helps to correct misinformation.
- Create value-added content for self-service
- Send out information when issues arise (service is disrupted, product malfunctioning, etc.)
- Social, SMS, email, etc.
- Helps with consistent messaging
- YouTube Videos – “How To...” is one of the most searched topics
- Join Message Boards and Empower Customers on them

### **BE PERSONABLE**

- Video Messages
- Use their First Name
- Remember and mark their milestones
- Be a part of their lives. (aka follow up with them)
- Pick up the phone

### **DEALING WITH NEGATIVE POSTS**

#### **BENEFITS:**

- Correct misinformation
- Be alerted to an issue you didn't know about
- Educate your customers

## **BAD CASE STUDY**

### **PROPERTY MANAGER**

Competitors Reviews: Rude (subjective), scattered complaints (hard to fix but you could treat as a list of “to dos”)

- Their Complaints
- 800% more
- Approx. 35% of complaints were about no one returning their calls.
- Lessons Learned
- Robo Responses

i. Don't brag about your mission when you're failing: 42/112 reviews. OUR mission, Our Team, our goal, committed to making a difference- “strive could be a drinking game” “we strive to delight”

ii. Solve the problem publicly if you can. Spectator sport after all.

iii. Don't make them do more work. Call them if you have them in your database. Or ask for them to email you and you'll call them.

iv. Template: Thanks for contacting us. Sorry to see your rating/you were inconvenienced. Give us a call”



## 4. WHY YOU SHOULD CARE

### MEETING PUBLIC EXPECTATIONS

- Public expectations around social customer care use, engagement and response from organizations continues to grow.
- Answering a customer complaint on social media increases customer advocacy by 25%, Ignoring a customer complaint on social media, decreases customer advocacy by 50% - Edison Research

### HUMANIZES YOUR BRAND

- People trust relatable people. Not messaging. Not logos.
- Get to show - Empathy and sincerity. They resonate more.

### IMPROVES BRAND REPUTATION

- Not responding says as much as responding (you don't know or don't care)
- Create a history of helpfulness
- Improves social capital. I've seen businesses defended in the comments.

### BUILDS TRUST

- authentic, transparent, consistency, helpful
- TRUST (Brian Solis): Truth, Relatability, Understanding, Support, Technology
- Trust is built and lost between words and actions

### PLANNING FOR THE FUTURE

- As frustration grows for traditional communication channel experiences, and younger generations finding social media preferable
- 74% of Millennials (18-34) and 58% of GenX (35-54) have a more favourable view of organizations that respond to customer service questions and complaints on social media. – Microsoft 2017

Global State of Customer Service Report

- 65% of Millennials (18-34) and 49% of GenX (35-54) believe social media is an effective channel for customer service. – Microsoft 2017 Global State of Customer Service Report

### OWN MEDIA COMPANY

- in a crisis, we're not waiting for media to pick up the story or to spin their way. We are the source.
- Adds value to news and announcements by being useful/helpful 90% of the time, it's more impactful when we share announcements (not always about US).

### CONCLUSION

The Customer Experience is an Emotional Experience and online is where they are sharing those feelings.

Every interaction you have online leaves an impression.

- When companies engage and respond to customer service requests over social media, those customers end up spending 20% to 40% more with the company - Bain & Company

I asked that "One word for great customer service question" before: Empathy was the #1

- Examples: helpful, human, adaptive, flexible, interactive.
- More words you hear as preferred goals: Wow, Delight, Impressed, Amazed, Valued...
- By a show of hands, how many people here aim for customer satisfaction?"
- Satisfied. Anyone who uses that word sounds like a robot.

Social Media is a Part of the Customer Experience, even if you're not.



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# 2019 : PVMA SCHOLARSHIP & BURSARY RECIPIENTS

- BY VAL EICHELT

## 2019 PVMA SCHOLARSHIP WINNER

Our 2019 Scholarship award recipient is Lindsey Zeyha. In addition to a cash award Lindsey also received a complementary admission to our 2020 Spring Conference.

Lindsey's fascination with plant biology was touched off early in the summer of 2015, when she worked her first season as a weed inspector for the Department of Agriculture at her local county.

Here is an excerpt from her Essay...

After months of wasp bites, catching my jeans on barbed wire fences, driving down muddy, remote roads which hadn't been maintained in years, and being jumped by a seemingly countless number of extremely excited dogs, I was left feeling pretty satisfied that I had gotten the hang of this weed management thing. However, there was one problem which continued to eat away at my thoughts even after I had signed off on my final report: the utterly overwhelming amount of misinformation there was surrounding the management of invasive species. Seriously, the number of people I spoke to who gleaned their landscaping knowledge from Facebook was staggering.

Lindsey began looking into post-secondary agriculture and environmental science programs. She completed a Level 1 Certificate in Agronomy at Olds College and is working towards an Environmental Science Diploma at Lakeland College. Her intention is to transfer into either the soil science program at the University of Saskatchewan or the sustainable systems program at the University of Alberta, and eventually earning an official agrologist designation through the APA, a certified crop advisor designation through the Prairie CCA Board. When not in class she is supporting and guiding first-year environmental students in their academic pursuits as a Peer Tutor-Environmental Sciences.

Lindsey says there is nothing else she wants more than to spend her life researching the nature of plants, and how they can be managed to enrich the lives of my fellow Canadians. We welcome Lindsey to the Industry.



PVMA 2019 SCHOLARSHIP RECIPIENT: LINDSEY ZEYHA

## BURSARY WINNER


Meet Calder Thompson, the recipient of a PVMA Bursary. Calder is the son of member Geoff Thompson, and is attending the University of Alberta Augustana campus, enrolled in a Physical Education-Kinesiology program. He is also a member of the Augustana Vikings Men's Volleyball Team. We wish him every success in his studies and future career.



PVMA 2019 BURSARY RECIPIENT: CALDER THOMPSON







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# 2019 PVMA FALL WORKSHOP HIGHLIGHTS

- BY VAL EICHEL

We hosted our Fall Workshop & tradeshow in October 2019 at a new venue, the Red Deer Radisson, which provided a comfortable meeting room and delicious food.

Our morning speaker Dr. Ken Fry presented on the Impact of Insects on Trees: Pest Identification, Feeding Damage, and Tree Health. The session examined the common insect pests of trees (foliar feeders, bark beetles, wood borers, and stem feeders). Identification guides and tips were presented to facilitate the assessment of damage to a tree. How insects feed, the symptoms and signs that result, and the impact on tree health as it relates to herbicide uptake were discussed.

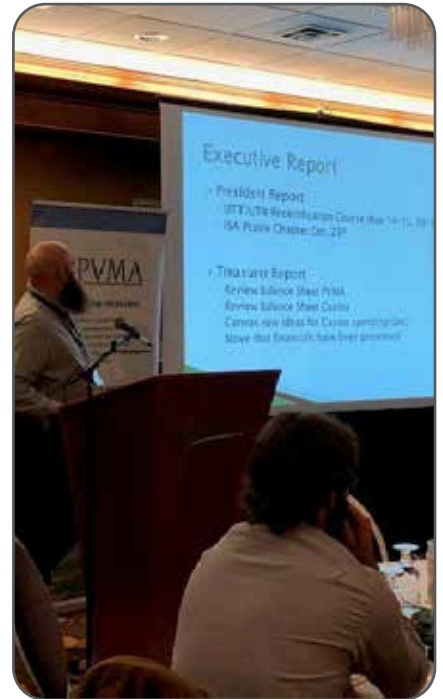
Dr. Fry is an engaging speaker, a well recognized Environmental horticulturalist and an entomologist instructor at Olds College. He has been involved in insect pest management research, teaching, and extension for over 25 years.

In the afternoon session, Kimberly Laing discussed Utility-focused Products and Services that Manitoba Hydro International (MHI) has developed to help optimize vegetation management programs and reduce costs. It showcased how MHI overcame challenges in deploying technology and managing large disconnected data stores.

Ms. Laing manages Manitoba Hydro International Ltd.'s (MHI) key accounts and collaborates with hundreds of customers around the world. She has extensive experience working with utilities, asset owners, equipment manufacturers, and consultants to champion and facilitate transmission and distribution projects and works closely with MHI's Innovation Team to deliver world-class utility products and innovative solutions to the global market.

The conference attendees were able to visit the tradeshow area. We appreciate our exhibitors: Advantage VM, Corteva Agriscience, IVT Systems and Univar Solutions for providing that opportunity.

We also appreciate the companies that donated the many door prizes that were given out!



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# COMMITTEE REPORTS

## - CASINO COMMITTEE

Our next Casino will be in October, November or December of 2020 in Edmonton. We are waiting to hear from ALGC once the exact dates have been assigned. We will be looking to membership to help with this event.

*Laura Hammer – Director in Charge*

## - EDITORIAL COMMITTEE

It has now been 3 years since the PVMA Editorial Committee was formed and this is our 11th publication in that time frame. We have evolved from producing 4 issues a year to 3. We have changed from monthly planning meetings to one major planning session a year. We are grateful to all those who support us through writing, submitting articles, or by advertising with us. It has sometimes been a challenge to find individuals willing to let us highlight them, but the result has been enlightening as we discover more about our members volunteerism and their involvement in this Industry.

If you know someone that would make a great feature article, please let us know. We are also interested in hearing from you as to what topics you would be most interested in for upcoming issues. If you are interested in joining our committee, please contact any of the committee members or Val at the PVMA office.

*Val Eichelt – Co-Chair of the Editorial Committee*

## - MEMBERSHIP COMMITTEE

2020 Memberships renewals have been coming in. If you haven't renewed your membership yet, it is time. If anyone knows of applicators in their areas who you suspect may not be a member pass their contact information along to Val in the PVMA office, she can send them an invitation.

*Laura Hammer – Director in Charge*

## - AWARDS COMMITTEE

We congratulate our 2019 Scholarship & Bursary winners. You will see both of them featured in this issue of the Vegetation Manager Magazine. The Awards Committee always looks forward to reviewing the applications and reading the Essays. It's interesting to learn what career paths they have chosen and what attracted the next generation of Vegetation Managers to pursue that path. If you see our Scholarship winner, Lindsey Zeyha, at the Spring Conference be sure to congratulate her. We hope to expand this program by offering 2 Scholarships (pending ALGC approval) and 2 Bursaries in 2020.

*Brandon Tupper – Director in Charge*

## - GOVT LIAISON COMMITTEE

Communication was sent to two separate departments of Alberta Environment on behalf of the membership.

One was to the Pesticide Policy Specialist on concerns of it coming up to 10 years since the last review of the Environmental Code of Practice. We requested updates to the code, as it has been indicated the process had begun a few years ago already. No response has been given at this time.

The second correspondence was sent to the Pesticide Certification Specialist. This second letter was followed by an excellent conversation about the process of the application and approval of credits.

Inquiries were made about the utilization of the Pesticide Advisory Committee (PAC) to review credit submissions, and the ability to appeal any decisions made. Our goal was to help in the understanding on why certain topics and speakers are approved for credits at training sessions, while others are not. The key is for speakers to present for one hour on a main topic and ensure this is outlined in the credit application.

We hope to improve communication with Alberta Environment and the PVMA. We hope these letters and conversation were a steppingstone to help the Industry as a whole.

BC has taken the lead on the National Vegetation Management Manual Industry review. This manual should be out for comment this year. PVMA would like to be part of the review and comment on this manual, as it becomes available.

Upcoming events include Pesticide Train the Trainer on February 11th and re-certification on February 11th in Edmonton. These two sessions are currently full. If there is enough interest (8 participants) there could be another training course offered in the Fall.

The PAC is scheduled to meet via conference call on March 9th. An invitation will be made to the committee members once details are finalized. The PVMA currently has 3 members on the Industrial Committee. Keith Sanftleben, Brandon Tupper and myself.

The Landscape Committee PVMA member is Michael Badger. Any questions or concerns please forward them to any one of these gentlemen.

In closing thanks to those members who contribute their time to this committee, I have also had one member recently offer to help with this committee which is most appreciated.

*Geoff Thompson – Director in Charge*

## - SAFETY COMMITTEE

We continue to make progress on a number of fronts, the committee is strong with a wide range of experience. With that being said we have had some members leaving the industry, we continue to keep our doors open to anyone who has the willingness to get involved.

We have many projects we have been involved with and some are now rolled out for use by industry.

One project that we have been piloting is the "Hazard Identification for Utility Tree Trimmers". We want to make it into a pocket size flip chart for the UTT and UTW members. It helps the worker identify and make correct decisions for managing hazardous trees. What are they looking at? How should they deal with it?

This would include using mechanical solutions as well as manual solutions. Worker exposure and safety is paramount to making the correct decision when considering the following. When to use ropes, how to use ropes and which knots to use and of course which are the recommended industry standard.

The safety committee has also been involved in the development of competency sheets for tree falling, climbing and bucket that have been put on the PVMA website that can be downloaded and used to help you determine your own programs strengths and weaknesses.

The Safety Committee has always is a strong supporter of the Editorial Committee for the PVMA and will continue to provide support to that committee with articles and industry relevant safety information.. Competency Gap is the difference between the current competency level (CCL) of your employees and the required competency level (RCL).

- In other words, the disparity or difference between the existing abilities, skills and competencies of your employees and what are expected of them in achieving the objectives that you want them to achieve is the competency gap.
- "Competency" consists of the skills and knowledge required by employees to effectively perform their jobs or specific tasks assigned to them from time to time. It can include talent or natural skill.
- One other definition of 'competency' is that it is "the ability to do something successfully or efficiently".
- An organization needs information on employees' competencies in order to improve the quality of human resource training and development programs.

Most important is that the worker must be able to identify when they are working out-side of their level of experience. If you have any ideas or if you want to join our committee, please contact:

**Bob Gordon** [bgordon@asplundh.com](mailto:bgordon@asplundh.com) – *Committee Chairman*  
**Jesse Imbeault** [jessie.imbeault@davey.com](mailto:jessie.imbeault@davey.com) – *Director in Charge*

## - SEMINAR COMMITTEE

Candice Manshreck, along with Lisa Rybchuk and the PVMA office staff were busy planning the 2020 Spring Seminar & AGM. We thank each of the speakers for making room in their schedules to present for us. We also want to thank Candice for the excellent job she has done over the last several years, while she has chaired the Seminar Committee. The positive feedback we have received from membership tells us she has done an excellent job.

Candice will be leaving the PVMA Board, as she has served the maximum number of years allowed. We welcome new committee members who would like to get involved in the planning of these important Industry educational opportunities. We are planning a Fall workshop later this year and look forward to Spring 2021 when we are back at the River Cree Resort for our 3-day Conference.

*Val Eichel – PVMA Office Manager*

## - UTT/UTW BOARD OF GOVERNORS

We have 2 UTT/UTW Certification Courses taking place at Olds College beginning April 20 & April 27. Applications must be submitted to the PVMA office for approval by March 26th. Olds is also running re-certification courses April 23-24 & April 30-May 1. These courses fill up fast so get your application into Olds as soon as possible.

*Jason McRobert – Director in Charge*

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# PVMA 2019 PHOTO CONTEST

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Highlighting the winning photos from the PVMA 2019 Photo Contest submissions. Our 4 winners are: Brandon Tupper, Laurette Reimer, Tyler Mills and Geoff Thompson.

Thank you to everyone who submitted photos, some of which will be appearing on the PVMA website.



PHOTO CREDIT: A&R CONTRACTING



PHOTO CREDIT: GEOFF THOMPSON



PHOTO CREDIT: BRANDON TUPPER

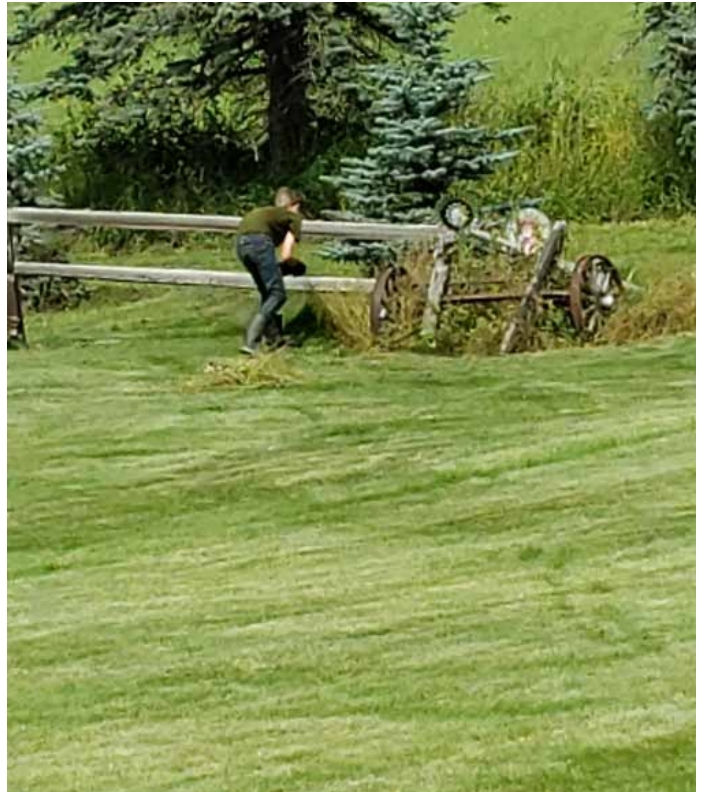


PHOTO CREDIT: LAURETTE REIMER



## HSCs and HS Representatives Do you know what's required?

Legislated requirements  
have changed in Alberta.  
Ensure your company  
meets the standard.

### HSCs and Safety Representatives



HSCs and HS Representatives (HSRs) are key employees that **represent and support health and safety in the workplace.**

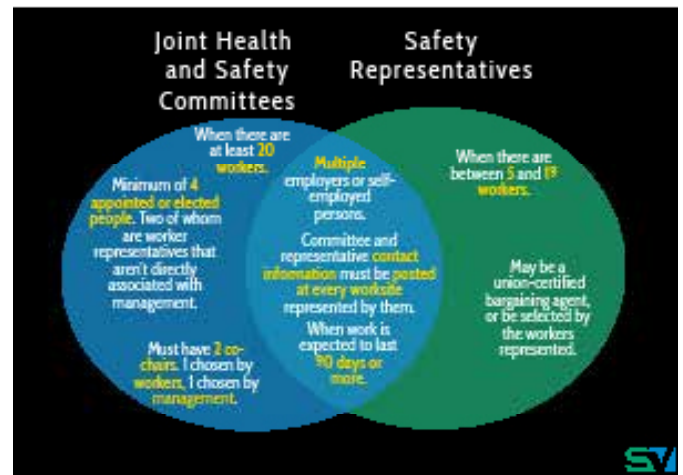
They ensure:

- 1 Supervisors and workers **discuss** health and safety **issues** in the workplace
- 2 All levels of the workplace **work together** to address health and safety issues

### Duties



- ▶ Inspecting the work site for hazards
- ▶ Helping employers respond to worker health and safety
- ▶ Helping resolve unsafe work refusals
- ▶ Helping develop health and safety policies and safe work procedures
- ▶ Helping with new employee health and safety orientation
- ▶ Developing and promoting education and training programs



### Training



Committee members and representatives are allowed up to **16 hours** of training per year.



Under Alberta OHS Act Part 3 all worksites that employ more than 4 workers are required to have one or more employees complete **Alberta Labour approved** HSC and HSR mandatory training (Part 1 and Part 2).

If a JHSC member or a safety representative gives reasonable notice, employers should allow them to take time away from their regular duties to attend health and safety training programs, seminars, or courses.

Such training may include:

- ▶ Hazard identification, assessment, and control
- ▶ Workplace inspections
- ▶ Incident/accident investigation
- ▶ Workplace violence and harassment
- ▶ Policy and program development
- ▶ Conflict resolution and mediation

### JHSC Meetings



Must meet within <b>10</b> days of establishing the JHSC. Must meet <b>quarterly</b> thereafter.	Meetings and duties <b>must</b> occur during <b>regular working hours</b> .	Special meetings can be called to deal with <b>urgent</b> worksite concerns.
Meeting minutes need to be <b>recorded, approved, and posted</b> within <b>7 days</b> of the meeting.	<b>Employers or Prime Contractors</b> must maintain copies of the meeting minutes for <b>2 years</b> .	<b>Employers or Prime Contractors</b> must maintain copies of <b>any</b> relevant documentation produced by the JHSC.



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