



rePoRTER



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HELP US HELP YOU



Cedar Seedlings

At PRT, our goal is to deliver exactly what you want, when you want it. With high demand for nursery space across North America, planning and placing your seedling orders as early as possible is the best way to ensure you get the optimal nursery site, growing conditions and delivery dates you desire.

Letting your PRT Customer Support Representative know your anticipated seedling needs early and confirming those plans as quickly as possible is highly recommended. Details can always be fine tuned later, so as long as you have your orders in, no worries!

PRT ARMSTRONG (BC) WINS TOP DOG AWARD FOR 2016



Congratulations to everyone at PRT Armstrong for winning our annual "Top Dog Nursery" award for 2016. The PRT Armstrong team has won this award three times in its history, the last time being 2010.

The "Top Dog" is awarded to the PRT nursery that performs best on a balanced set of 16 important business measures, based on achievements in key areas reflecting our core values: Reliability, Service, and Value. To be eligible there are three "must-dos" - safety performance, crop reliability, and acceptable performance on their most recent environmental audit. Assuming these three criteria are met, the qualified nurseries are also assessed on a wide range of areas including customer service, human resource development, financial performance, innovation and continuous improvement, and support of their local community.

PRT Armstrong showed a strong effort to achieve high reliability, solid financial performance, and an ongoing commitment to employee development. They also ranked well in terms of waste reduction and continuous improvement. These results were aided by good teamwork and customer service.

We would also like to recognize the first runner-up PRT Coldstream, as well as second runner-up PRT Beaverlodge who scored well on many of the success factors.

In addition to these three nurseries, we would like to recognize these achievements:

Reliability: Crop reliability was outstanding in most sites last year, with the following sites also scoring high on predictability: PRT Vernon, PRT Red Rock, and PRT Prince Albert

Service: PRT Hybrid and PRT Summit showed significant contributions to their communities, employees and/or industry

Value: PRT Red Rock showed notable examples of innovation, productivity improvement, cost improvement, and waste reduction.

As the winner, the PRT Armstrong nursery team holds the trophy for a year, and every staff member receives a commemorative t-shirt. As well, the crew at the nursery receives \$1,000 to donate to local charities.

PROGRESS REPORT: PRT SKIMIKIN

PRT welcomes Skimikin nursery to the PRT family. We are extremely pleased to have come to agreement with the previous ownership group of the nursery and complete the purchase on June 30, 2017.

Skimikin nursery is located in Tappen, BC (near Salmon Arm, BC) approximately a one hour drive north of PRT's three other Okanagan nurseries located near Vernon, BC. The site was first established as a BC Ministry of Forests (BC MoF) nursery in 1977. In 2002, the most recent ownership group purchased the nursery and has operated it successfully since that time. Skimikin's experienced team has built a solid reputation in both forest seedling growing and customer service.

The nursery comprises a 100 acre (40 ha) site with approximately 260,000 square feet (24,000 square meters) of greenhouse facilities and approximately 196,000 square feet (18,000 square meters) of open compound growing space. Skimikin's customer base comprises both industrial customers and the BC MoF.

PRT's goal is to better serve our customers in the BC Interior. Given the shift away from Pine species, which is typically grown outdoors, towards more greenhouse grown species in the post Mountain Pine Beetle era, Skimikin's significant greenhouse capacity will assist PRT in meeting customers evolving needs.

As our fourth Okanagan based nursery (in addition to PRT Vernon, PRT Armstrong and PRT Coldstream), Skimikin will allow PRT to further solidify our market position in containerized forest seedlings.

We recognize and respect the legacy of Skimikin nursery, and the excellence of the Skimikin team to the fabric of the BC Interior silviculture industry. We look forward to continuing this legacy by working with Skimikin's customers, and being an integral part of their successful reforestation efforts, now and in the future.



CUSTOMER SATISFACTION SURVEY – 2017 EDITION

As promised, we have done our bi-annual customer survey to obtain your opinions on how we are doing. Following up our Customer Satisfaction Surveys completed in 2013 and 2015, we re-did the survey in August, 2017. While customer surveys can be annoying to respond to, they provide us with valuable feedback on our service offering. A couple of examples of what we learned and what we have tried to improve are: improving customer nursery tours in order to make them more relevant, and improving our invoicing.

The 2013 Customer Satisfaction Survey was the first customer survey ever undertaken by PRT. While there are lots of ways for us to get customer input, we felt an anonymous customer survey would add to our knowledge bank of how customers felt about us. The 2013 and the 2015 surveys went well and provided valuable information which we have used to gauge our performance and plan improvements. In 2017, we conducted the latest survey between August 7th and September 1st. Despite major catastrophic events such as wildfires and hurricanes, we received a 29% response rate (102 responses from 348 survey requests sent out) which meant our survey results were accurate +/- 7.6% to a 95% confidence level (19 times out of 20).

As we study the 2017 results with the help of an outside research consultant, we see an increase in our customers' perception of the importance of quality and reliability of seedlings in deciding where to place seedling orders, as well as service, simplicity of doing business, and customer service. These results will help us shape PRT's Customer Service direction for the foreseeable future. This information will go into our Marketing group discussions and may be the basis of future Continuous Improvement projects.

Similar to what we have done in past years, we will be making a \$10 donation to the Canadian Cancer foundation for each Canadian response and a \$10 donation to the US Cancer foundation for each American response.

Thanks to everyone who took the time to reply in 2017. These responses really help us serve you better.



NEW FACES AT PRT

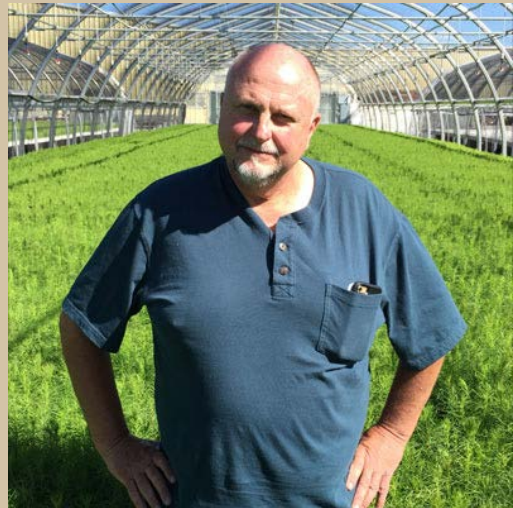
Given the exciting changes we at PRT have gone through in the past 12 months, we have seen the addition of a few new people to PRT's family. We have also seen the promotion of a number of PRT employees to new jobs and new challenges. We are delighted to re-cap these changes in this edition of PRT rePoRter.

PRT Oregon

Welcoming two new faces to our team at PRT Oregon



Luis Gracia – Nursery Manager



Joe Ptasnik – Production Manager

PRT Cottage Grove

Steve and Kelly have remained with the Cottage Grove nursery following its purchase by PRT.



Steven Hutchison – Nursery Manager



Kelly Tower – Production Manager

Tiffany Roddy has joined the PRT Marketing group as the new Customer Support Representative for the Pacific Northwest.



Tiffany Roddy - CSR

Karen Wylie joined us as Customer Support Assistant (PRT Victoria office).



Karen Wylie - CSA

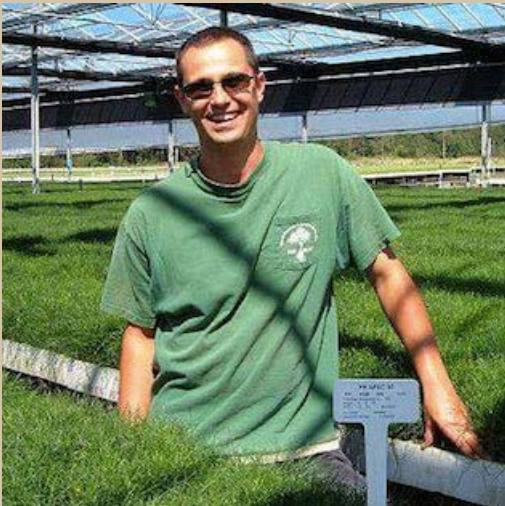
May Demoskoff, the new Executive Assistant at the PRT Victoria office.



May Demoskoff – Executive Assistant

PRT Hybrid

Promotions for Dylan and James



Dylan Pii – Nursery Manager



James Gao - Operations Manager

PRT Atmore

Welcoming a new manager



Jessie Harrison – Nursery Manager

PRT Skimikin

Welcoming a new manager and a new PRT nursery



Nelson Reed – Nursery Manager

PRT Dryden

Promoted to acting manager at PRT Dryden



Mike Morris – Acting Nursery Manager

PRT Harrop

Promotions for Melanie and Clayton

Melanie Buerge becomes Nursery Manager and Clayton Arnold becomes the Production Manager at PRT Harrop.



Melanie Buerge - Nursery Manager



Clayton Arnold - Production Manager

Many of these PRT folks are well known by you, our customers, as they have moved up from other positions within PRT. For all the PRT employees taking on new challenges, we ask you join with us in welcoming them to their new roles.

Contact Us

For more information, please visit our website at www.prt.com.

To contact our editor, to comment on a story or to report any concerns, [please click here](#).