

# All of us at J. Frank Schmidt & Son Co.

# GROWING

## together

Winter 2022

## Fall sales tour team explores Northwest Shade Trees

Fall is upon us after a very busy summer of tree care and tours of the nursery. Our sales representatives and the management team toured the farm during the fall sales meeting. Our Grower, Jesus Zamudio, led the way behind the wheel of his pickup truck, smoothly towing two people-mover trailers borrowed from a neighboring Christmas tree farm. At the end of the tour, everyone enjoyed lunch among the trees.

It was a first opportunity for some of our sales team to visit Northwest Shade Trees since we became the sixth farm in the JFS nursery family last spring. Caliper shade tree and conifer sales will continue under the Northwest Shade Trees name at the Brooks office. While activities such as payroll, human resources and credit have moved to the main office, all NWST staff remain in place, and our hardworking crew is happy to be part of the JFS team.

We were relieved to finally put summer behind us in mid-October. We welcomed the rain that finally began to fall on October 21, a clear signal that it's time for harvest to begin. While we wait for the trees to become dormant and the soil to soak up enough moisture to make it possible to dig, we have begun preparing for harvest. Taking care of many small details ahead of time, such as preparing the wire baskets for setting out in the field, helps the harvest go smoothly.



**Tree training is one of the most important activities at Northwest Shade Trees, keeping three employees busy all year round. Bernardo Hernandez is high up, shaping the canopy of 2-year-old trees.**



**Jose Garcia Romero bends back the ears of the wire baskets before we set them out in the field. This seemingly insignificant step is one of many that increases the efficiency of our digging operation.**



**Northwest Shade Trees office team, from left: Juli Meyer, Office Manager, Martin Hanni, Farm Manager, and Colleen Wickliffe, Inside Sales.**



**CEO Ben Rough waves as the tree train winds its way through the fields. Sales rep Dave Dickey (Colorado/New Mexico/west Texas) looks on.**



**Tree tourists enjoy a lunch break amid rows of landscape-ready Crimson Sunset® Maples during our fall sales meeting.**



# That's Not My Job

The work we do at the nursery is very diverse and changes throughout the year. When we go to work each day, we arrive prepared to work with our tools, such as our pruning shears, and carry the appropriate clothing and safety gear that we anticipate needing for the day at work.

However, one of the interesting things about working at the nursery is that you never know what type of special task might be assigned to you. Perhaps one day you are handed a paint brush and asked to paint the identifying paint code on our trees, or maybe the paint brush is to freshen up one of our buildings or lunch-rooms with a new coat of paint. Other days that tool might be a hammer for pounding steel stakes in the ground at Cottrell farm, to anchor our trees and prevent them from being blown over by wind. Perhaps the tool of the day is a set of keys that you are handed as you are asked to operate a piece of machinery, or to drive the bus and transport your fellow workers to and from the field.

This article is dedicated to those employees at JFS who are always willing to try new things, learn a new job skill, or just do whatever it takes to get the job done. They're the people who never say, "That's not my job," and the people who are key to the success of our team and our company.

To these employees, I say thank you, and I acknowledge how important it is that we all have the mindset that we can try anything, and at the very least, do our best.



**Management assistants Hilda Lopez and Ivett Hernandez help out at Barlow and Milton Farm by cutting the grass in the landscape areas.**



**High Forest indoor grading and trimming teams take advantage of good digging conditions outside to make progress on fall digging. Working hard are Victoria Lopez, Betzaida Mendez Hernandez, Martha Jimenez-Hernandez, Graciela Galindo-Lopez and Martha Uribe Arechiga. Meanwhile Juan Santos and Agustin Galindo fight over which pile of seedlings to pick up.**



**CEO Ben Rough drives the school bus during the fall sales tour, making certain that our sales people see the good quality trees we produced this year, and in particular the trees which remain to be sold.**



# Budding teams going full steam at BSF

The big planting this year at Barlow Sunset Farm means that a LOT of trees needed to be budded. Here at the Canby farms, we grow most of the company's flowering crabapples (Malus), Hawthorn (Crataegus), Pear (Pyrus), and fruit trees. Since all these trees are field budded, it takes around two full months to complete the budding tasks - from mid-July to mid-September. This year the farm budded about 60% of the young trees lined out this spring, a total of about 800,000 trees. With all hands on deck,

we wrapped up the budding season September 16th.

The other 40% of this year's spring planting were grown from own root cuttings or grafted liners from the company's greenhouses, for a grand total of about 1,250,000 trees.

The company is fortunate that a lot of the same teams of budders and tiers have been returning for so many years. Just as we have a large group of longtime company employees with decades of dedication, we have budding teams that return every summer.

Some budders have been part of the JFS team for many years. Members of the Jaramillo family have been with us for more than 30 years as they pass down their budding skills to the next generation.

This year the farm started with six budding teams. We added two more teams from Milton and Hood Acres after they completed budding on those farms. With eight teams budding, the farm can double bud around 17-20,000 trees in a single day.

Gathering and preparing enough bud wood to supply this many teams of budders is also a huge task. Double budding (inserting a bud on each side of each seedling in every row) means that our budwood prep team is gathering and preparing up to 40,000 buds per day!

We're thankful that the farm has dedicated crews that comb the stock blocks every day, collecting wood to be processed. Even the processing is highly detailed, with bud sticks cut to precise lengths, leaves removed, buds counted, and sticks bundled and kept cool and moist until the moment the budders slice into them with their sharp knives.

Budding and other big projects throughout the year such as harvest, planting, and growing are only possible because of the all-star team we're fortunate to have here at the farm.



**Two of our longest tenured employees are Valentin Delgado (33 years) and Marcial Reyes (37 years). Their main job during budding season is to run budwood from the cooler to the fields.**



**Budding team David Jaramillo and Hugo Jaramillo**



**Budding team Hector Jaramillo and Octavio Jaramillo**



**Budding team Jorge Guiterrez and Francisco Aguilar.**



**Our budwood trimming crew spend many days in the warehouse, processing wood collected from the stock blocks. At the table, from left, Eldys Garcia prepares labels while Roberto Perez and Leobardo Perez record and doublecheck numbers. Martina Quevedo bundles bud sticks.**

# Sales department goal is to #selltothegravel

Our 22-23 sales year officially began on July 1, but the groundwork for what looks to be a very promising year was laid months earlier. Bare root and VigorLiner® tree orders were due in mid-June, and container and balled and burlap (B &B) in mid-July. Overall requests for our trees were two to three times what we produce – people love JFS trees! Since then, our inside sales team has worked together to decide who gets what, allocated our available trees to customers, and emailed confirmation of orders for fall and spring shipping.

In late July and early August, we stayed busy preparing for the Farwest Show at the Oregon Convention Center in Portland. It's an important trade show that we've participated in every year since the Oregon Association of Nurseries held the first show in 1973. Before and during the show, we kept busy giving tours to visitors

representing more than 20 customer nurseries whose collective annual purchases equal almost \$1 million in annual sales.

At the show, we enjoyed a steady flow of customers and prospective customers who stopped by to talk trees and to see what's new. We were delighted that our new introduction, Nightfall™ Snowbell, swept the show's three top prizes: New Varieties Showcase Best of Show Award, People's Choice Award, and Retailer's Choice Awards from The Garden Center Group. Kudos to our New Plant Development and Production teams for developing, growing and sending such beautiful, prize-winning trees to the show. They caused quite a buzz! We're already looking forward to exhibiting in the 50th anniversary event next August 23-25.

Next up was our annual fall sales meeting held in mid-September, when we welcomed all 12 of our sales representatives from across the country. We spent a half-day in the office and 2-1/2 days touring Hood Acres, Cottrell, Barlow/Sunset and Northwest Shade Trees. The meetings were successful and, as always, solidified our sales reps' confidence in JFS trees that are grown to a high standard of excellence.

As harvest begins, we review bare root sales requests against our projected tree numbers and make final adjustments to orders per final counts and grades. Then it's on to shipping! We can sum up our sales goal for this year in a simple hashtag - #selltothegravel!

**It felt like "back to school" as we rode the two yellow school buses that transported us from our farms in Boring to outlying farms near Canby and Salem. Here we gathered for a group shot with the Cottrell management team before heading off to Barlow/Sunset.**



**Our Farwest Show booth was abuzz with tree talk. On hand for presentation of the Best of Show Award earned by Nightfall™ Snowbell were, from left, Mike Baker (California/Nevada rep), Brigitte Norby (Inside Sales), CEO Ben Rough and Lance Schamberger (Pacific Northwest sales rep).**



# Our in-house pros handle the big jobs

Every so often, usually in the summer, the workers here at Hood Acres are tasked with a bigger than normal sort of project. They're the sort of projects counted in weeks or months rather than days. When these complex projects come up, we count on our experienced cadre of heavy equipment operators and truck drivers to get the work done. There are many reasons we do these projects in house. Cost and timing are the most frequent reasons, but sometimes our projects are just so unique they need to be done by us if we want them done right.

Maintaining and improving our 10-acre sawdust storage bed for optimal storage of dormant bare root trees is one of those unique projects. Over the past four years, Hood Acres has replaced almost six acres of sawdust, averaging 1.5 acres per year. Beneath all that sawdust is a pretty unique system of humps and gullies and perforated pipe that keep all that sawdust well drained and in good shape. The roads that service the sawdust beds need to be rebuilt constantly to keep tractors laden with heavy loads of bareroot trees from sinking in.

Fortunately, we can depend on people like Austreberto Magaña and Marco Francisco who understand that there is more going on in the sawdust beds than what you see on the surface. They have a keen sense of the process required to refresh these areas while not disturbing the foundations on which the sawdust beds are built. Each year they work diligently to repair and replace the old drain tiles and sawdust, making it ready for the next storage season. First step is to excavate, load and haul off the old sawdust. This year alone, truck drivers Luis DeLucio, Jeremy Imes, and Jorge Magaña hauled 380 dump truck loads of old rotten sawdust to another company!

Once the old sawdust is removed, drain tiles are replaced by Austreberto and Rigoberto Elias. They use a laser level to check grade and flush

each line to ensure they are working properly. Finally new sawdust and road material is hauled in and smoothed to perfection, ready for another decade of storage. Those six acres took 448 semi truck loads worth of sawdust and road wood to refill!

In another example, last winter Marco, Luis, Jorge, Jeremy were tasked with mucking out the Cottrell pond. Utilizing a rented long-reach excavator, they removed 300+ dump trucks of muck before the winter rains moved in and shut the project down. Removing that muck made room for more water retention in the pond, allowing Cottrell to store more water and absorb more floodwater during big storm events.

Other major projects tackled in recent years by this expert crew:

- Helping to level and excavate the new container area at Cottrell.
- Pushing up and turning the compost/slag piles, piling them for spreading, and loading up the spreader trucks.
- The 2018 Crystal Springs road project included the installation of over 1300' of 18" pipe, a 92,000 gallon sediment basin, and the placement of 500 tons of rock.
- For the past four years, they accomplished various erosion control projects and road improvements coordinated with the Oregon Department of Agriculture.

A stellar group, up for tasks of any size!



**Jeremy Imes in the long reach excavator and Jorge Magaña in the dump truck team up to rid the Cottrell pond of mud.**



**From left, Marco Francisco, Jeremy Imes, Rigoberto Elias foreground Luis DeLucio, Jorge Magaña.**



**Luis DeLucio in the dozer and Jeremy Imes in the excavator work together to pile 7,000 yards worth of compost!**



**A mountain of old sawdust on the left, soon to be replaced with new sawdust on the right. Pickup truck for scale.**



**Rigoberto Elias and Austerberto Magaña work to install new drain lines in the sawdust.**



# Sunny fall days help High Forest team reach record harvest goal

Unlike last year, we enjoyed really nice dry fall weather, which makes for great early fall digging at HF. This year we completed a record high goal of digging and sending out 450,000 trees to Hood Acres and Barlow Sunset Farm for fall planting. Last year we had a very wet fall and were barely able to pull out 75,000. We also sent out a record 180,000 fall pots. This is close to double the pots from last year. We couldn't have done it if we didn't have a great team. It takes a lot of planning and organization not only here, but companywide, to pull off something like this.



Fall blooms of our hydrangea stock blocks make a great backdrop for our first -all-farm picture since Covid



HF crew stepping in the soil around the 170,000 Red Maple fall pots that we transplanted this year at HF. These are going to make some great trees for harvest next year.



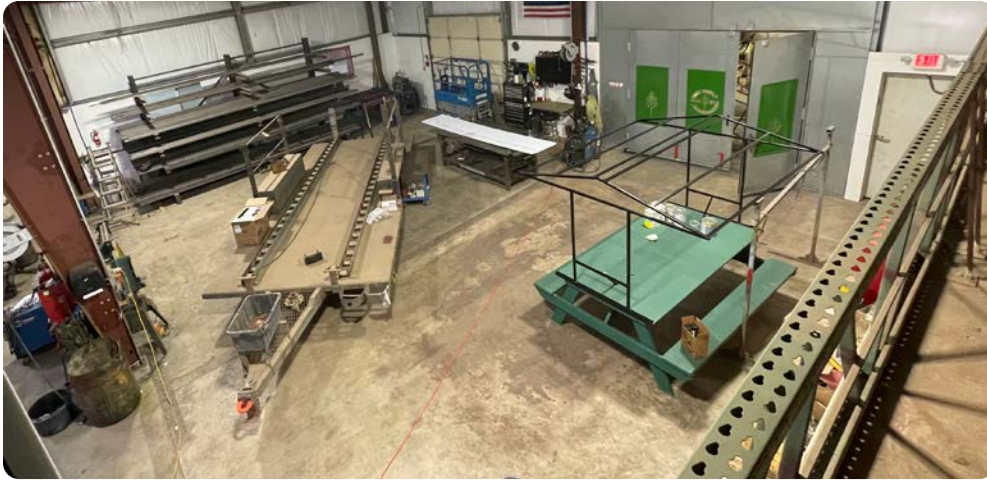
Juan Martinez-Valencia pulls some of the 180,000 pots for fall pot planting that we distributed for lining out at the bare root farms. Juan will celebrate his 15-year anniversary with the company on December 4. We thank him for all his years of service and dedication to helping grow the best rootstock in the nursery industry.



(Left to right) Bertha Del-Torro-Soriano, Maribel Trigueros-Gonzalez, Antonia Alvarez-Lopez, Justino Gamboa Chulin and Juan Aguilera dig some Right Root® Malus understocks during early fall digging.



# HA Shop revamp boosts creativity, adds comfort



A bird's eye view of the newly expanded Fab Shop

After many months of planning, the Hood Acres Fab Shop has grown considerably. Thanks to the efforts and dedication of the Dept. 17 Maintenance Crew, the expansion is one of many current large scale projects. The recent renovation added nearly 1,400 square feet of shop space to the ever-growing repair department. The project has created a more comfortable and productive work environment for fabrication shop employees.

"I really like having the extra room, and the ability to pull equipment all the way through the shop," said Miguel Corona-Horta, who has been working here in Fab for the last 16 years. The merge of the paint booth into the back wall allows for a more streamlined flow from East to West and will allow projects to move seamlessly through. The creative design for the window coverings at the entrance to the paint booth is the work of David Montgomery of the Fab. Dept. They've proven to be a nice addition.



Attractive shop booth doors are the work of David Montgomery.

## Find new and familiar faces at Cottrell Farm

Many are familiar with Ivett Hernandez, Milton Farm Management Assistant since February 2021. She's a great fit for her new role as Cottrell Shipping Coordinator, thanks to having assisted our shipping department remotely while at MF.

Ivett grew up in Milton Freewater and was attending Portland State University when Covid-19 interrupted her studies. She returned home to ride out the pandemic and finished her degree in Business Administration while working at Milton. A resident of Gresham, she's happy to be back in the Portland area. In her spare time, she likes to learn by listening to podcasts. Favorite topics are true crime and the paranormal.

Yajaira Vergara Lopez serves as Cottrell Farm's Management Assistant. Having worked as a caregiver and a health care manager, she's enjoying learning about tree growing. Born in Arizona, she's lived in the Portland area for over 20 years. Yajaira and her husband, Erik, have two young sons and a lively German Shepherd. She loves outdoor activities including riding ATV's and horses, and especially enjoyed escaramuza – the sport of synchronized horseback riding with a drill team.



Yajaira Vergara Lopez and Ivett Hernandez

# Celebrating Employees With 20 Years Or More

## October

Name	Farm	Hired	Years
Austreberto Magana-Calderon	Hood Acres	10/31/1989	33
Sam Doane	Main Office	10/31/1995	27
Al Herzog	Main Office	10/01/1994	28

## November

Name	Farm	Hired	Years
Victor Pineda	Barlow/Sunset	11/11/1983	39
Kris Wright	Cottrell Green	11/15/1999	23
Justino Gamboa Chulin	High Forest	11/07/2001	21
Agustin Galindo	High Forest	11/22/1999	23
Salomon Mejia-Cruz	Hood Acres	11/05/1999	23
Bernabe Tapia Gonzalez	Hood Acres	11/11/2002	20
Luis De-Lucio-Marroquin	Hood Acres	11/14/2002	20
Hilario Rodriguez	HA Shop	11/09/2000	22
Guadalupe Gutierrez	Milton-Freewater	11/22/1991	31

## December

Name	Farm	Hired	Years
Maribel Trigueros-Gonzalez	High Forest	12/01/1999	23
Fidel Flores-Gonzalez	Hood Acres	12/11/2002	20
Lourdes Magana-Lopez	Hood Acres	12/12/1989	33
Teobaldo Orosco	Hood Acres	12/18/2001	21
Jeri Buckwalter	Main Office	12/14/1994	28

## January

Name	Farm	Hired	Years
Pablo Lopez	Barlow/Sunset	01/06/1999	24
Romualda Arellano	Cottrell Container	01/22/2001	22
Victor Lorenzo-Gallardo	Cottrell Container	01/24/2003	20
Martha Jimenez-Hernandez	High Forest	01/02/2002	21
Isidro Moreno Flores	High Forest	01/17/2000	23

## February

Name	Farm	Hired	Years
Andy Reynero	Barlow/Sunset	02/15/1993	30
Martin Nunez-Carmona	Cottrell Container	02/03/1993	30
Pedro Galindo-Gonzalez	Cottrell Container	02/12/2001	22
Francisco Galindo	Cottrell Container	02/19/1987	36
Graciela Galindo-Lopez	High Forest	02/11/2002	21
Jose Aguilera-Flores	High Forest	02/23/1990	33
Francisco Ramirez-Velazco	Hood Acres	02/17/1992	31
Aurelio Gonzalez	Milton-Freewater	02/26/1996	27
Eric Henrichs	Main Office	02/21/2002	21

## Upcoming paid holidays



**Thanksgiving**  
November 24<sup>th</sup>



**Christmas**  
December 26<sup>th</sup>



**New Year's**  
January 2

# Job Opportunities

**Management Assistant – Barlow Farm**

**Grower – High Forest Farm**

**Nursery Maintenance Worker –  
Cottrell Farm**

**Equipment Operator – Cottrell Farm**

**Shop Mechanic –**

**Hood Acres and Canby Shops**

**Equipment Operator – Cottrell Farm**

**Nursery Workers – All Locations**

**Employee bonus program  
for referring new hires:**

**\$400 To Employee**

**\$175 To New Hire**

Bonus paid 90 days from date of hire.  
See Human Resources for more details.

# Welcome to JFS!

Nearly every farm has added new employees over the past several months.  
We're glad you've chosen to work here and welcome you to our tree team!

## Cottrell Container

Michael Bruns	7/18/22	Yanet Gomez Lopez	6/1/22
Miguel Trujeque Figueroa	8/22/22	Donaciano Angeles Pacheco	6/20/22
Yajaira Vergara Lopez	9/19/22	Bartolo Elias Maximo	6/29/22
Neymar Abadia Coello	9/28/22	Bertha Mendez Lopez	10/3/22
Brian Croak	10/10/22	Maria Mendez Lopez	10/3/22

## Hood Acres Farm

Raul Contreras	10/17/22
----------------	----------

## Cottrell Greenhouse

Damian Gonzalez Herrera	6/1/22	<b>Hood Acres Maintenance</b>	
Alexander Lopez	6/1/22	Elizabeth Grassl	9/21/22
Jose Ascencio Marcelo	8/8/22	<b>Sales Department</b>	
Estefania Reyes-Remigio	8/22/22	Brian Mumm	10/31/22
Pedro Zamora	9/26/22	<b>Milton Farm</b>	
Alberto Cruz	10/10/22	Jeanette Ramirez	10/24/22

## High Forest Farm

Anelida Gomez Hernandez	7/7/22	<b>Northwest Shade Trees</b>	
Catalina Guzman Hernandez	8/8/22	Ramon Zepeda Tinoco	8/4/22
Juan Santos	8/8/22	Aristeo Flores Najera	9/1/22
Misael De Jesus Luna	9/8/22		
Tanner Wilson	10/17/22		

## Hood Acres B & B

Serafin Rodriguez Gonzalez	9/6/22
Eder Lopez-Cabuto	10/25/22