# Parshall Tree Care Launches Emergency Response Program for Storm Damage and Tree Emergencies

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Parshall Tree Care Experts, a provider of professional tree care services in Grand Rapids, Michigan since 2008, today announced the launch of its comprehensive Emergency Response Program designed to address storm-damaged trees and tree-related emergencies throughout Grand Rapids and Kent County area. The program represents the company's commitment to protecting property and ensuring community safety during severe weather events.

The Emergency Response Program establishes a dedicated rapid-response team available to assess and address tree hazards resulting from storms, ice accumulation, high winds, and other weather-related damage. According to research from the University of Massachusetts Extension Urban & Community Forestry program, emergency tree response times are critical to preventing property damage, as fallen trees can cause a "domino effect of destruction" affecting buildings, vehicles, power lines, and infrastructure if not addressed promptly.? Learn more at https://markets.financialcontent.com/presstelegram/article/pressadvantage-2025-10-2-parshall-tree-care-experts-launches-winter-preparation-program-following-emergency-response-service.

"At Parshall Tree Care Experts, we understand that tree emergencies can strike at any hour," said a company spokesperson. "Our Emergency Response Program ensures that when Grand Rapids residents face tree-related hazards, they have immediate access to ISA-certified arborists trained in emergency protocols and safety procedures."

The program draws guidance from industry standards outlined by the Tree Care Industry Association (TCIA), which emphasizes that professional emergency response requires specialized training, equipment, and personnel coordination. Parshall Tree Care Experts' crews are trained in hazard identification, structural assessment, and safe removal procedures in line with TCIA protocols and Michigan Department of Natural Resources (DNR) recommendations.?

Key Program Features: The Emergency Response Program includes comprehensive hazard assessment conducted by ISA-certified arborists who evaluate structural integrity, degree of damage, and risk level to determine appropriate mitigation strategies. Personnel utilize advanced equipment and personal protective gear to safely address immediate threats while adhering to all local, state, and federal safety regulations.

The program prioritizes emergency situations based on risk level, addressing first those trees posing immediate threats to human life, critical infrastructure, and property?consistent with post-storm response guidelines established by the Rhode Island Department of Environmental Management. Secondary priorities include trees affecting traffic flow and those located in lower-risk areas.?

Safety is a top concern, according to guidance from the Michigan Department of Natural Resources. The agency specifically recommends that professionals handle trees and limbs near power lines, noting that downed utility lines or trees leaning on lines should be reported to utility companies or emergency services. Parshall Tree Care Experts coordinates directly with local utilities and emergency services to ensure all necessary precautions are implemented during removal operations.?

Michigan's 2025 storm season has highlighted the critical need for professional emergency tree services. Recent ice storms and severe thunderstorms resulted in widespread tree damage across Northern Michigan, with Governor Gretchen Whitmer declaring states of emergency in multiple counties. The Michigan Department of Natural Resources documented numerous instances where immediate professional assessment prevented additional property damage and ensured public safety.?

Parshall Tree Care Experts maintains ISA-certified arborists on staff, fulfilling education and experience requirements established by the International Society of Arboriculture. The company adheres to the Tree Care Industry Association's safety protocols and undergoes regular training in emergency response

procedures, electrical hazard awareness, and advanced tree removal techniques.?

The company continues to receive positive feedback from clients served across West Michigan. Cameron Roussey was thanked for positive feedback when the company responded to recent customer review feedback.

The Emergency Response Program is available annually throughout Grand Rapids and the surrounding areas. Property owners experiencing tree emergencies are encouraged to contact Parshall Tree Care Experts immediately for assessment and emergency mitigation services. Learn more at https://parshalltreecare.com/grand-rapids-tree-services.

About Parshall Tree Care: Parshall Tree Care Experts has provided professional tree care services throughout Michigan since 2008, specializing in tree removal, pruning, trimming, stump grinding, tree health treatments, and emergency response. The company serves homeowners, businesses, and municipalities across Kent County with a commitment to safety, expertise, and customer satisfaction.

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**Parshall Tree Care**

*Parshall Tree Care Experts of Grand Rapids, MI are expert professional pest control services in Kent County, MI. Specializing in tree removal, pruning, maintenance, stump grinding, round-the-clock emergency responses, and expert tree consulting.*

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