

**WELCOME!**

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# Agenda for Today

## Monday –

Welcome!

Company Orientation

Internal Operations Overview

HSG Services & Scheduling

## LUNCH!

Perks of HSG

Covid 2023

Social Committee

Building Tour

Company-Wide Expectations/Loading Intro

# COMPANY ORIENTATION

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Home Sown Gardens Training

# Company Orientation - Content

- Mission & Culture
- History of HSG
- Company Positions & Roles
- Key Positions/Roles & Their People

# HSG Mission

We foster a socially and environmentally responsible environment that has integrity, is inclusive, respectful, and fun.

We take pride in working hard and doing the right thing.

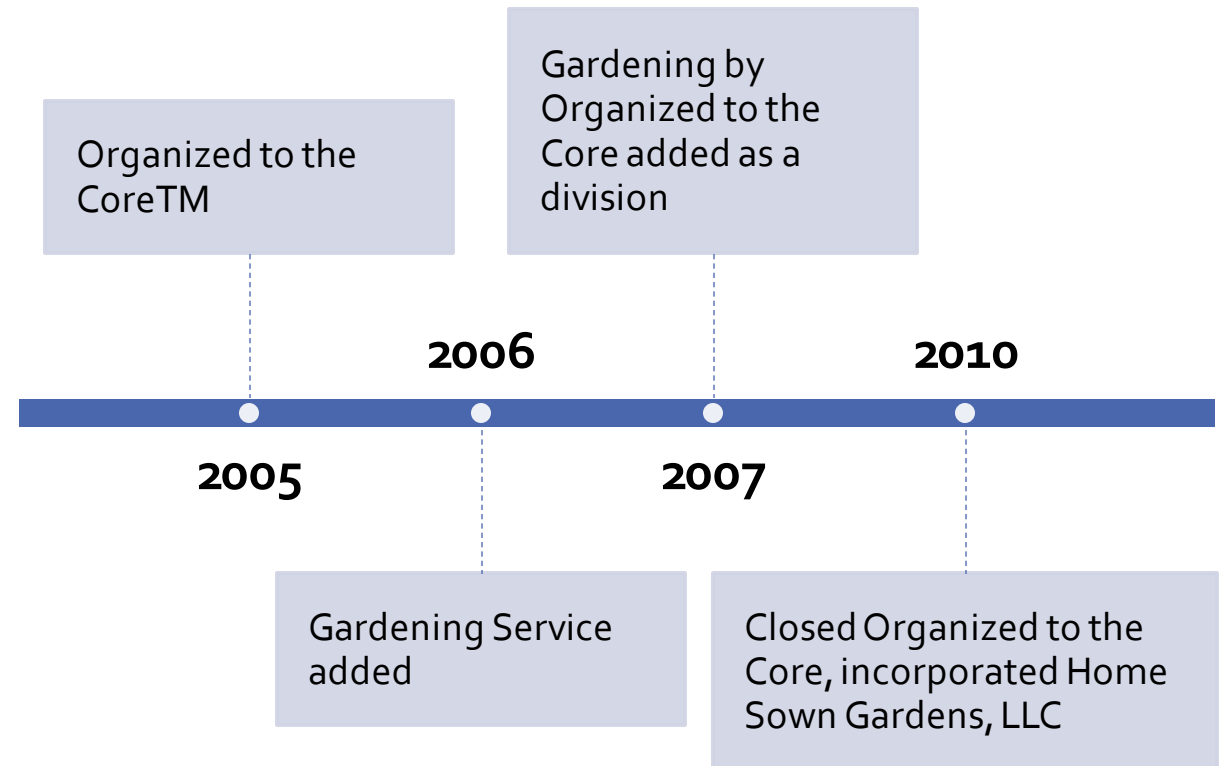
We are a for-profit company driven by a social mission to contribute to the betterment of the lives of our team members, clients and community, and to make our little piece of the planet better.

# Mission & Culture

- We do the right thing
- When we mess up, we fess up
- Progress over Perfection
- Above and Beyond the Call of Duty
- Assume best intentions
- Encouragement
- Curiosity, not criticism



# The History of HSG



# The History of HSG

- Started with Tami's broken down truck & a friend's donated trailer
- Then added another and another
- Bruce & Petunia
- Mismatched, little trailers
- Cramped quarters, first at Tami's house
- Continue to add office space





# The History of HSG

- Award winning landscape management
- Minnesota Nursery Landscape Association



# The History of HSG

## 2012

### Staff:

PT 4

FT 1

Seasonal 4

Year Round 1

Office 1

Field 4

### Clients:

Maint 51

Projects 23

Containers 18

### Vehicles:

Trucks 1

Trailers 1



# The History of HSG

## 2022

### Staff:

PT 9

FT 21

Seasonal 20

Year Round 10

Office 7

Field 23

### Clients:

Maint 210

Projects 63

Containers 58

### Vehicles:

Trucks 6

Trailers 4



# Company Positions

Owner/Founder

## Field Operations

Garden Services Director

Field Operations Coach

Account Manager

Lead Gardener

Crew Gardener

Seasonal Services Dept. Manager

Vehicle/Tool Maintenance Technician

## Internal Operations

Internal Operations Supervisor

Service Coordinator

Associate Service Coordinator

Office Assistant

# Company Roles

- Social Media Manager
- Inventory Manager
- Safety Officer
- Cruise Director



# Company Positions/Roles

- **Tami** - Owner, CEO, Operations, Account Manager, Hiring, Lead Gardener
- **Ann** – Seasonal Services, Account Manager, Lead Gardener
- **Elisa** – Internal Operations Supervisor
- **Beth** – Service Coordinator, Gardener
- **Tanya** - Associate Service Coordinator



- **Katie** – Lead Gardener, Safety Officer, Inventory Manager
- **LD** – Field Operations Coach, Social Media Manager, Lead Gardener
- **Abbey** – Account Manager, Lead Gardener
- **Angie** – Cruise Director, Lead Gardener
- **Jeremy** – Edible Gardening Account Manager
- **Brooke** – Account Manager, Lead Gardener
- **A Bunch of Cool Cats** – Gardeners of all stripes!



# Company Positions/Roles

**Tami** - Owner, CEO, Operations, Account Manager, Hiring, Lead Gardener

## Position Overview

- Oversee it all
- Various Positions/Roles



# Company Positions/Roles

Ann – Seasonal Services, Account Manager, Lead Gardener

2012

## Seasonal Services Position Overview

- Design Seasonal Color/Curb Appeal
  - Containers
  - Bedding Plants
  - Bulbs
- Estimating
- Ordering
- Installation





# Company Positions/Roles

**Elisa** – Internal Operations Manager

Welcome, Elisa! <sup>2023</sup>

## Internal Operations Position Overview

- Business Operations
  - Client & Employee Procedures
  - Oversee Office Staff
  - Human Resource Dept
  - Hiring
  - Payroll
- Systems/Technology
- Financial Budgeting & Reporting



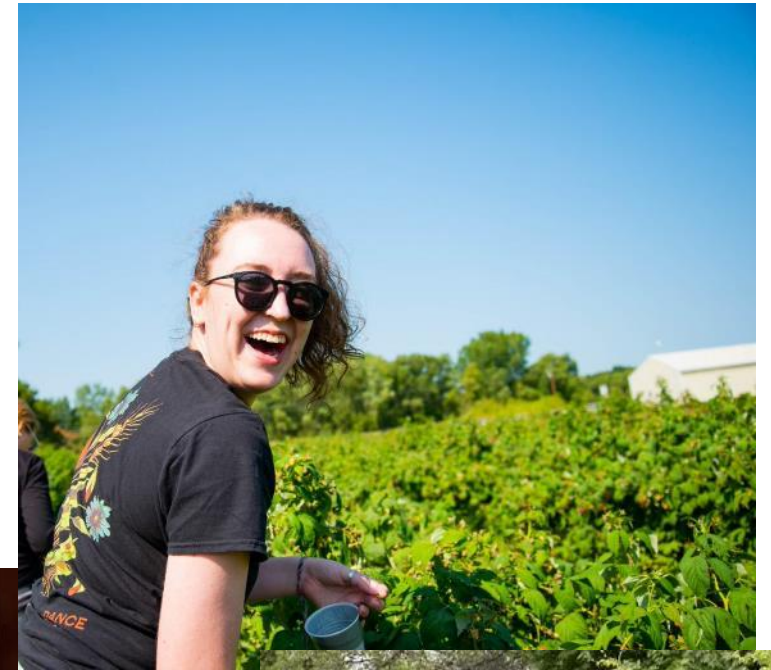
# Company Positions/Roles

Beth – Service Coordinator, Gardener

2021

## Service Coordinator Position Overview

- Scheduling
  - Employees
  - Clients
- Accounts Receivable
- Bookkeeping
- Client Records Management



# Company Positions/Roles

Tanya – Associate Service Coordinator

2022

## Associate Service Coordinator Position Overview

- Scheduling
  - Employees
  - Clients
- Accounts Receivable
- Bookkeeping
- Client Records Management



# Company Positions/Roles

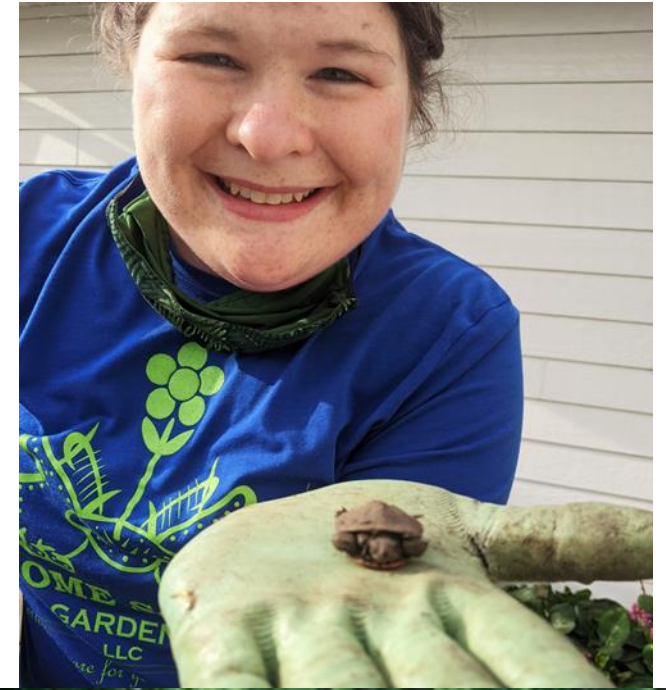
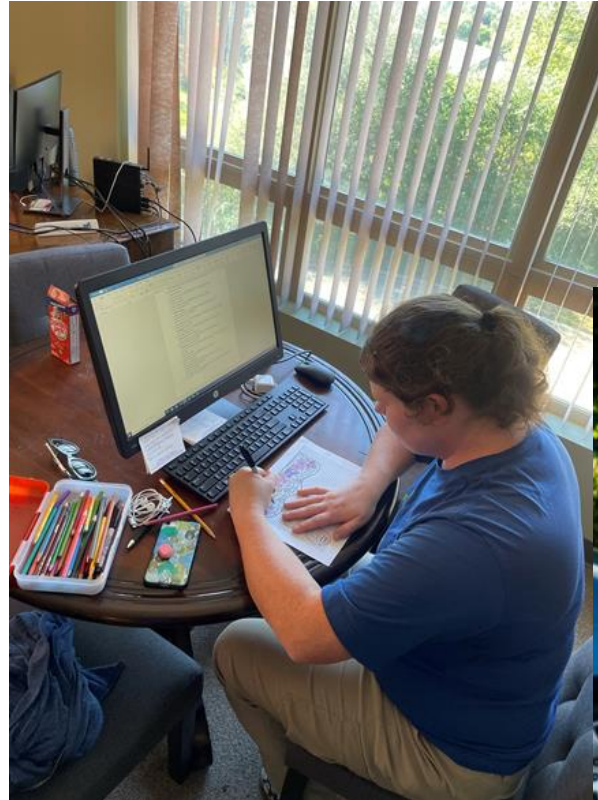
Abbey – Account Manager, Lead Gardener

2021

## Account Manager Position Overview

- Consultations
- Coaching
- Design
- Estimating
- Shopping
- Oversee Installation/Restoration
- Lead Crews

Banana Bread!



# Company Positions/Roles

**Katie** –Lead Gardener, Safety Officer, Inventory Manager

2016

## Safety Officer Role Overview

- Company Compliance
  - All governing bodies
    - OSHA
    - Dept of Labor
    - Dept of Transportation
- Employee Safety
- Training and Communication



**Almonds / Pistachios**

# Company Positions/Roles

**Katie** –Lead Gardener, Safety Officer, Inventory Manager

## Inventory Manager Role Overview

- **Oversee System**
  - 101
  - Trucks
- Acquisition
- Organization
- Training and Communication



# Company Positions/Roles

LD –Field Operations Coach, Social Media Manager,  
Lead Gardener

2018

## Field Operations Coach Position Overview

- Leadership training
- Leadership coaching to individual Lead Gardeners
- Assists with Garden task/position training and materials
- Lead Gardener

Yogurt parfait!

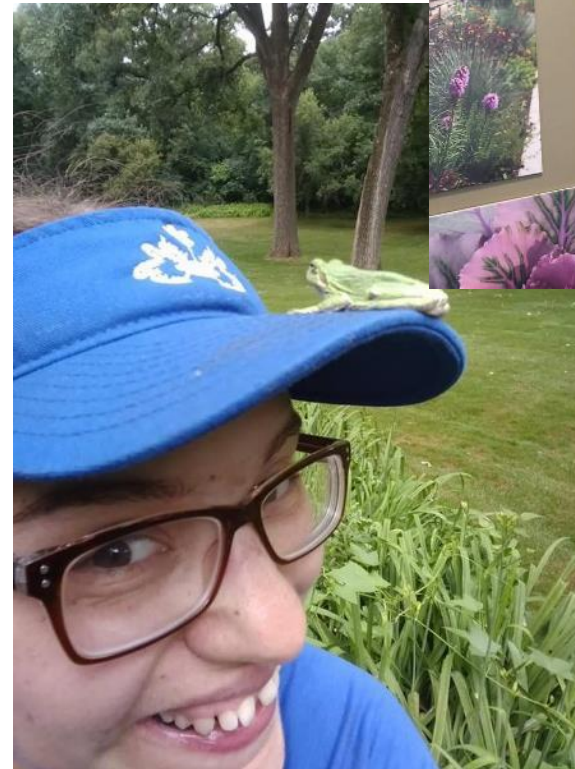


# Company Positions/Roles

LD –Field Operations Coach, Social Media Manager,  
Lead Gardener

## Social Media Manager Role Overview

- Content management of our various social media/web sites
- Fosters consumer engagement
- Keeps track of stats





# Company Positions/Roles

Angie –Cruise Director, Lead Gardener

2020

## Cruise Director/Company Engagement Manager Role Overview

- Organize social events and community service projects
- Employee recognition and events

Popcorn!



# Company Positions/Roles

Jeremy – Edible Gardening Account Manager 2020, 2022

## Edible Gardening Division

- Planning, installing maintaining edible gardens
- Edible Containers – new for 2023!
- Czar of Soil Amendments



Meat sticks!

# Company Positions/Roles

Brooke – Account Manager

2023

Account Manager/Lead Gardener

- Welcome, Brooke!



High-Protein  
Cheese Crackers



# Lead Returners!

Fruit & Nuts



## Lead Gardener Position Overview

- Drive trucks and trailers
- Assess gardens, assign gardening tasks
- Perform garden tasks
- Communicate with clients, account managers, etc.
- Record keeping, notes, photos, etc.

**Zilla**                      2010

**Lina**                        2018

**Johanna**                2019

White Cheddar Cheezits



# Crew Returners!

## Yogurt Parfait



Martha 2018

Meghan 2021

## Crew Gardener Position Overview

Perform gardening tasks

Maintain truck supplies

Maintaining tool count, regular maintenance tasks, submitting tools for repair

## Energy bites!





# Crew Returners!

Granola squares!

2022

Zach

Sara

Karin

Fiona



# Company Positions/Roles

Miss Daisy Mae

Office Pawfessional

2022

- Pace setter
- Treat sneaker
- Pet getter
- Snuggle bug



# Company Positions/Roles

Mr. Bones –# 1 Heart Attack Giver

2019

