

BROWN'S HARVEST 2015 EMPLOYEE EXPECTATIONS

60 Rainbow Road
Windsor, Ct 06095

www.browsharvest.com

Kathi Martin - 860-604-1891

Sue Connor – 860-212-6007

Thank you for your interest in Brown's Harvest this season! Brown's is a family Farm that has been growing tobacco and other crops for over 150 years in the Windsor area. This is our 38th season. We grow most of all we sell, or use local sources.

We support a few charities that directly affect children, beginning with Alex's Lemonade stand. It is important for you to become familiar with the charities we support each season.

Some charities we are or have supported:

- Alex's Lemonade Stand
- Shriners Hospital in Springfield, MA
- Andrew Races
- Autism Speaks
- Breast Cancer awareness
- Mary's Place
- Windsor Food Bank

October is also ANTI-BULLYING prevention month. We have hooked up with Spookley the Square Pumpkin the past number of years to get this important message out. It is a story that helps kids realize the importance of accepting each other's differences. We've featured Spookley in previous years through growing and actual square pumpkin and having the book and DVD available for sale. We will be having a movie night with Spookley, date to be decided..stay tuned.

The season is fun, intense, and goes by quickly! We have high expectations for ***excellent customer Service***.

Why We Do What We Do

Brown's Harvest is an experience. We are a place where families come to have a fun experience, make memories and purchase or pick fresh vegetables, fruit, plants, and pumpkins. By implementing our framework of appearance and behavior, we exceed our customer's expectations creating raving fans. Raving fans make new fans, which enables us to grow our business.

You Are Important

Brown's Harvest is a farm experience provided to the guest and their families by you, our employees. No one can be everywhere, so each member of our team has to be able to not only hold down his or her assigned position, but be able to engage the guests with a smile and appropriate conversation. If one line on the team fails to deliver, the guest experience suffers. That's why we only keep the best people.

If It's Not You

Not everyone is “wired” for the Farm entertainment business. You've got to smile, and forget about your life during work and focus on the customers. You've got to want to please customers and make them smile. You have to do this when it's cold, raining, hot, when you are tired, frustrated, sad, or lost your keys.

Leave Your Baggage at the door

Even if your day has been lousy or tiring, the guest is meeting you for the first time. You have the chance to treat them to a wonderful experience they will remember. Being cheerful is part of your job description. If you can't separate your life from your work responsibilities this isn't for you.

Everyone has problems, but there is *never* a bad day at Brown's Harvest. If you aren't “wired” to be smiling on a cloudy day, this isn't for you and you need to feel comfortable enough to tell us that.

If all this sounds fun, read on!

Appearance

Why Have A Dress Code? In creating a quality experience, uniformity is key. Customers should be able to clearly identify staff. In visiting other businesses, you've probably noticed that staff are uniformed and professional looking. Looking good leads to feeling good. Feeling good leads to confidence. Confidence enables quality interaction with customers.

Employee Dress Code While working for Brown's Harvest during the season, employees should dress for the weather including gloves, jackets, hats, and sunblock.

Shirts – The top half of the employee uniform is a Brown's Harvest shirt. During colder weather, layer clothing to stay warm. Always wear Brown's Harvest gear on the top layer.

You will receive 1 short sleeve shirt. If you choose to have more Brown's harvest shirts you may purchase them for \$5.00 each. These are only for employees. You are required to wear a clean, non-stained shirt to work every day. All T-Shirts must be sized appropriately for the comfortable movement and neatly tucked into pants or shorts.

Nametag – You will be provided one nametag for the season. The nametag should be visible at all time while you are working. Please do not forget to bring and wear your nametag.

Pants – The bottom half of the employee uniform for Brown’s Harvest consists of full length jeans or khaki jeans or khaki capris for cold weather, or shorts in warm weather. Shorts must be between the tips of your fingers to your knees. No sweatpants or short shorts.

Footwear – Closed toed shoes, or sneakers are required. No sandals or flip flop.

Hair – All employees should keep a neat hair style, out of the eyes for safety and visibility. Hair of unnatural colors (purple, pink, etc.) is not permitted as it detracts from the natural esthetic of our attractions.

Grooming, Jewelry, & Make-up – Show up to work clean, shaven and ready to sparkle! Men should have properly shaved or have neatly trimmed facial hair. Piercings are limited and non-dangling per ear. No piercings are allowed in the face. Facial make-up should be light, bright and family appropriate.

We retain all the right to decide issues relating to employee personal appearance on the job.

Guest Interactions

Every employee is expected to smile and engage our guests politely! If you cannot hold a conversation or greet guests warmly, this may not be the job for you. It is important to make personal contact. Brown’s has been complimented on our wonderful, friendly, staff! If a customer insists on tipping, please donate it to one of the charities Brown’s supports. Alex’s is usually the best bet and let them know you are contributing.

Appropriate interaction may include, but not limited to:

Good Morning, Good Afternoon or Good Evening! How are you today?

Welcome to Brown’s Harvest! Is this your first visit with us?

Is there anything I can help you find? Let me know if you have any questions.

Did you get lost in the maze yet?

What was your favorite activity today?

Did you try our homemade cider donuts?

I hope to see you again at the farm!

Answers to some commonly asked questions from our guests:

If you don't know the answer to a guest's question, or aren't sure, find someone who does.

Q: How long are you open?

A: We are open daily 10:00 am – 6:00pm through October

We offer Hayrides weekdays, by appointment, for groups of 15 or more.

In the Spring we have Asparagus, Strawberries, and other local items.

Q: Do you make Donuts?

A: Yes, we have a commercial kitchen located on the Farm and bake them fresh daily.

Q: Do you bake the pies?

A: Yes, and we sell them frozen, ready to bake, as well. They are made from local

Apples and pumpkins and are flash frozen to stay fresh until ready to bake.

Q: Is there really a "Farmer Brown"?

A: Yes, of course. Mr. Brown is the 4th generation to Farm in Windsor.

Q: Do you grow your own Mums?

A: Yes, we start them in the Greenhouses the first week in June.

Q: Do you grow the pumpkins?

A: Yes, we have many fields that can't be seen from the road or the Farm Stand. We Rotate our crops and grow the pumpkins, gourds, and squash in different fields. We Harvest them and bring them up to the stand. We do not keep them out in the fields to pick for two reasons.

1. To protect from frost
2. For safety reasons. (pumpkins grows on vines)

Our guests are paying to be treated like honored guests for the day. Our guests pay to be here! They expect to be treated with kindness and we expect you to treat them that way, even when it is difficult. Always smile! Always be polite! Most people don't get honorable treatment when they go out, so we really shine when we give it to them. Although this rarely happens, you may have to interact with an unhappy or difficult guest.

Dealing with difficult Guests. Difficult guests represent two key situations

1. Something, probably under our control, has gone wrong.
2. We have the opportunity to win that guest for life.

Our system for handling complaints. After the guest has approached you and you have determined that something is wrong, take them aside, away from the other guests, look them in the eye and say, *“I want to help you. Please tell me about the situation.”*

- Once they start to tell you the story DO NOT INTERRUPT! Wait until they have explained the entire situation, even if they say things that make you want to react and defend the farm, REMAIN SILENT and listen carefully for clues about the situation.
- **Letting them talk about the situation allows them to vent the pressure built up from whatever has made them angry.** After they have completed their story say, *“Thank you for your feedback. I’d like to repeat back to you my understanding of the situation.”* Kindly and without judgement repeat back to them rephrased in your own words the situation. Then ask, *“Is that a fair understanding of the situation?”*
- If it is, say *“I’m glad we are on the same page. “You are important to us. What can we do to fix this problem, make it right and win you as a future guest?”* No person is expecting this kind of response.
- Once you have identified the problem and feel you can solve it, solve it. When finished with guest find a manager and tell them what happened and how you solved it.
- **Example:** A guest purchased a soda and it is flat and warm. *“How can I make this right? Would you like a new soda?”* If yes, take the old soda, throw it away and get them a new cold soda. End the conversation with: *“Let me know if I can do anything else for you. Thanks for coming to visit us!”* Situation solved, guest happy!
- **Remember: Listen, Review, Suggest/Ask for a Proposal, and Solve the Problem and document.**

The Unreasonable 1% - When a guest is irate because they were ejected for breaking the rules, follow all the rules to this point.

Be Polite always! Use sir or ma’am when addressing them – they may not be lost for good. Treat them with respect and they may see the error of their ways.

Work Communications, Safety, Clock-in

Time Clock Check-In – Every employee shall use the time clock for check – in and check out with a manager every day! Pay is not given for work without being clocked in or out. **Please arrive on time and prepared for what’s going to on at “the patch” that day.** If the weather is poor times may change, so please remain flexible. Conversely, if weather is great, be prepared for staying a few minutes longer to accommodate the customers. Busy weekends may not end 6:15 – 6:30pm. The closing up tasks must be completed before you leave for the night.

Arrival at Work – Employees are expected to arrive at work 5-10 minutes **before** their scheduled shift to receive assignments. Employees **may not** clock in or out more than 10 minutes before or after your shift unless given permission.

Personal Cell Phones – Personal cell phones are a distraction to our guests. **You are not permitted to carry your personal cell phone with you during public hours.** During work hours, you are only permitted to carry your phone if management gives you direct approval for that specific day. You are here to serve the guest, not take calls. If your phone rings in front of a guest or you are texting/talking/checking on your phone, you will receive a strike. Upon receiving a third strike, for any reason, we will have to terminate employment!

Lunch and Breaks – 10 - 15 minute breaks are allowed if working 6 hours or fewer. If working longer hours you may take a half hour, unpaid. Please eat away from customers and not near the check-out area. You may store lunches on the bottom shelf of the cooler.. if there's room. Keep busy. We are a clean and neat place. That means there is always a piece of trash to pick up, mums or pumpkin displays to refill or adjust. Wagons end up out in the parking lot frequently. Mums may need straightening and water. Counter and scale may need wiping and floors may need to be swept.. If everyone pitches in, we can keep everything clean and neat.

Scheduling

Each employee is required to submit a written schedule of the regular activities around which they wish to be scheduled. Any new requests requires a 2 week lead time. Final approval for all scheduling comes through Management. If scheduling you becomes an issue for us, we may have to discontinue your employment.

October is our busiest month and requires full staffing. **No one is excused from October weekends without requesting off one month in advance.** We will do our best to hire extra workers for this time to allow flexible scheduling within the weekend, but full employment is required to adequately serve our guests.

Parental Involvement with Scheduling – Parents are expected to assist the employee under 18 in achieving a perfect attendance record. Parents may not call in for their children. We believe it is important for our young workers to learn the responsibility of managing their time and taking responsibility for their actions. Please take the time to impress upon your young adult the importance of on-time work performance.

Working Hours and Pay – We do not guarantee any number of hours per week or per day. We reserve all rights to make scheduling and pay rates according to performance, experience, and ability. Our pay period begins on a Monday and ends on Sunday. Pay checks are available the following Friday after 12 noon.

We do not discriminate against any person's characteristic or belief. We do reserve all rights to create the best experience for our guests, and thereby reserve all rights to control our employees appearance, speech, and actions while in our direct employ and/or while employees are acting as our agents.

Employee Benefits and Opportunities

Employee Referrals – We believe that the best way to develop a strong workforce is to recruit good employees, and then let them start recruiting good employees. We also accept referrals for volunteers. An employee referral should be carefully considered before being referred to work on the farm. Each new employee will be working with you throughout the season and will always be considered part of your responsibility. **Make sure you want your good name and reputation attached to the person you are referring.** We take very seriously the recommendations of our current and long term employees in hiring. Our goal is to build a team of people, young and old that supports and regenerate itself. **Swift action will be taken to eliminate negative influences on our team.**

Food Benefits – We offer a 25% discount on all food and drink items to employees during your shift. Management must ring in your purchase. **You must have the money to pay: NO ONE RUNS A TAB!** This discount does not apply to family members, friends, etc. Abuse of this policy will revoke it for everyone.

Professional Behavior

Social Media – Much of our business is through “word of mouth”, hopefully, it’s 99% **good** words! It is helpful to us if you spread the word on events happening, or share photos from the farm on Facebook or through your daily travels.

Encourage friends, customers, and family to “Like Us” on **Facebook**. We will be sending out reminders of Farm Happenings through Facebook and constant contact as well as our website. Although we try to remain traditional, we are always seeking new ideas and ways to improve.

We welcome you to share your thoughts and ideas as well as to pass along comments from customers. This is a team effort.

Do not share negative work experiences on social media. This means commenting on customers, co-workers, or person experiences. If management finds out this is grounds for termination. Remember the old saying “ If you can’t say something nice, don’t say anything at all”.

Respect Other Employees - You are required to offer respect to your fellow employees. If you are introduced to someone new, greet them and put forth your best effort to work together. Treat other employees the way you would like to be treated. We have more people apply than we could possibly hire, so find a way to work conflicts out yourselves. **If you have a safety concern regarding employee conduct, you are required to bring it to management attention immediately.**

Drugs in the workplace – If an employee comes to work under the influence of drugs or alcohol, that employee will be fired. If an employee brings drugs or alcohol to the workplace that employee will be terminated. We expect full cooperation from parents in dealing with these situations.

Smoking – Employee smoking is not permitted during your shift. No employee is permitted to smoke at or near the maze. Customers may not smoke on the hayrides, in the barns, or on the maze.

Disciplinary Actions – We operate on the “Three strikes and you’re out” principle. If you receive three negative marks during one year of your employment, your employment will be terminated. Strikes are by management for tardiness, leaving work early without authorization, not showing up, poor quality of work, inappropriate behavior to employees or guests, unsafe working habits or other behavior that is deemed counterproductive. The first infraction is between the employee and management. Parents notified on the second infraction (if under 18). On the third infraction, your employment will be terminated. We are looking for good employees and will NOT tolerate a poor work ethic.

Final Expectation Statement

We have a ZERO tolerance for employees who are lazy, or who lie, cheat, steal, endanger or mistreat guests or other employees. We reserve the right to terminate employment on the spot for such actions

If any of these actions sound familiar, put the pen down and step away from the contract because we're serious.

Employee and Parent Statement of Understanding –

I have read and understand all of the policies and procedures in this 2015 manual. I understand what is expected of me and/or my son/daughter. I understand the consequences of negative actions in the workplace.

Please sign and date!

X

EMPLOYEE

X

Parent Signature, If employess is under 18.

X

Brown's Harvest Representative

