

*Niederman Family Farm*

*Est. 1948*



*"Something for Everyone!"*

"Where staff becomes family  
and guests leave as friends"

**Employee Handbook**

## CUSTOMER RELATIONS

1. The old saying is true... the customer is always right! Treat all customers the way you would want to be treated, providing the BEST customer service to every guest you encounter. Customers are our guests. They are why we are here and HOW we get paid!
2. Friends like to buy from friends; lets make all our customers feel like friends. There is nothing better than "word of mouth" advertising.
3. If a problem arises allow the guest to express their feelings. Ask "What can I do to make you happy?" or "How can I make this better?".
4. Restate the issue to assure the guest you are listening and so that the guest feels understood.
5. If you don't know what to do to rectify the situation suggest the guest offer an appropriate remedy.
6. Make that remedy happen within reason. UNLESS the guest broke the rules or is being abusive.
7. We give our staff the ability and trust to fix problems.
8. We want all of our staff using the 10-4 Rule!! Within ten feet, make **eye contact** with the person or people and **smile**. Within four feet, **engage** the person or group of people even if it's as simple as saying "Hi" in passing. Practice this outside of work and see how people respond.

Please share any and all concerns that the guests bring to your attention with management.

## CHAIN OF MANAGEMENT

For problems, issues, or questions please contact in the following order:

- Crew
- Crew Leader
- Elizabeth or Brian
- Bethann

## CONFIDENTIALITY

Use common sense. For your SAFETY, under NO circumstances are you to discuss our sales numbers, money, the cost of the product, problems that occur on the farm, etc. "What happens on the farm stays on the farm!" Failure to follow this policy may result in termination.

## **EMPLOYEE HEALTH POLICY AGREEMENT**

Reporting: Symptoms of Illness

I agree to report to the manager when I have:

1. Diarrhea
2. Vomiting
3. Jaundice (yellowing of skin and/or eyes)
4. Sore throat
5. Infected cuts of wounds, or lesions containing pus of the hand, wrist, and exposed body wounds.

## **EMERGENCY/SAFETY PLAN**

Phone lists and directions will be posted in prime locations. An injury report must be filled out for accidents. Bandage and sting stick will be on hand.

**In the event of an accident requiring an ambulance:**

- Secure location and ambulance route
- Move guests out of area due to camera phones
- Provide assistance to family
- Fill out accident report with witness signatures
- No sharing info with outside world or sources

**In the event of a serious accident:**

- The appointed spokesperson will be the only one to address the media
- No farm shirts or farm signs in pictures of film footage
- Facebook page will be shut down for two weeks
- A media log will be kept to share updated information as it becomes available

## **TRADEBOARD**

We work from a small pool of people so 100% attendance is very important. We staff heavy at the start of the season so everyone learns the different stations. We need everyone's support during the demanding busy season to function effectively and efficiently. When someone is absent, we have to scramble to find a replacement. It also puts more work and stress on the employees showing up for that shift. If a replacement can't be found, that means our guests may not be getting the best service and experience possible. If you are scheduled and something comes up it is YOUR RESPONSIBILITY to find a replacement. October

is our busiest month and requires FULL staffing! NO ONE is excused from October weekends. We will be scheduling staff for the shifts on Saturday's in October at the beginning of the season. Shift trades must be made by October 1st. Please let Elizabeth know if you trade shifts. If you cannot work a shift you picked up, it is your responsibility to find a replacement suitable for your position. You must do this by posting your scheduled shift on tradeboard. You are responsible for the shift until it is picked up and approved. Please remember, 1 no-call no-show can be grounds for termination. We understand personal emergencies, illness or unexpected circumstances may happen the day you are scheduled to work. If this happens, please text Elizabeth (513)324-1990 immediately.

### **TIME CLOCK**

Be ready to start work at your appointed time. If you are scheduled at 10:30, that means be ready to go at your station at 10:30 or checking in with the manager on duty. **Do NOT clock in more than 5 minutes before your shift** (Unless told otherwise). Please chat with friends, use the restroom and grab your drink before clocking in.

### **BREAKS**

5 hour shifts and longer get a 30 minute unpaid break. Your crew leader will be in charge of breaks and will send someone to cover your station. Do not leave your station unattended at ANY time. Please sign out and clock out before going on your break. Don't forget to clock back in. Restroom breaks may be taken as needed if your station is covered. As always, hands must be washed when returning to work. There is a "break table" in the back storage room for your resting time. Please access that break room via the door in the seating area. Mugs are to be filled at Farmer Bob's and you are not to be in the concession area where food is handed out.

### **DRESS CODE**

Farm shirts are provided and can be worn with shorts, pants, or jeans. NO leggings, yoga pants, short shorts, flannel bottoms/sweat pants or pj like bottoms allowed. NO flip flops or open toe/heel shoes! Kitchen staff hair is to be pulled up in a bun or ponytail. Sweatshirts are available for purchase. "Farm Hand" must be visible at all times. Name badges must be worn at all times also! Badges clock you in/out... if you forget your badge, someone must bring it to you or let your crew leader

know you need to go get it. No badge + no clock in = no paycheck. We recommend leaving your badge hanging next to the time clock!

## **FOOD & DRINK**

We highly recommend bringing your own food or snacks. If you filled out your paperwork correctly you were given a cup. If needed you can purchase a "Niederman Farm" cup for \$5.00. You may fill this cup only with pop or tea for free on the days you are working. All other drinks need to be purchased. If you wish to purchase food, you must wait in the food line like our guest. Just remember you only have a 30 min break. No eating in the concession stand, at the counter, at your station or in the pavilion. Please eat or spend your break in the designated "break area". While we understand you're on break, our customers do not and they may ask for assistance.

## **CELL PHONE ETIQUETTE**

Absolutely NO CELL phone use (calling or texting) at concession counter, pumpkin counter, admission barn or **in view of any customers**. We encourage SMILES, EYE CONTACT, and THANK YOU's!

## **SMOKING**

Smoking and vaping are NOT permitted on the grounds.

## **PARKING**

Please park in the parking lot our guest use. Parking is not permitted in the barnyard or by the house. All staff needs to come in the 5110 lane to park or be dropped off. No jumping the fence from the old lot.

## **GOALS**

We strive to make and refresh memories for every one of our guests. We will use sights, smells, sounds and our crew to achieve this goal.

## THANK YOU

Thank you for your time and spending your fall with us. Without your dedication, support, and ideas we would not be where we are today! You are an important part of the Niederman Family Farm Team and we appreciate you more than you know!

Thank you,

*Niederman Family Farm*

*“Where staff becomes family and guests leave as friends.”*

## Job Descriptions

### ALL EMPLOYEES:

- Always be a smiling face when interacting with customers
- Pass on customer's concerns to a manager
- Do your best to please every customer (within reason)
  - This is not always possible, but try ask “What can I do to make you happy?”
  - If you can't handle the situation to where both you and the customer are satisfied then contact a crew leader or manager.
- Please keep cell phones on you, BUT in a pocket! If you are looking at your phone, you aren't aware of what's going on around you or customers that need help
- If there is an injury:
  - Inform a manager
  - Assist the customer in whatever way possible
  - NEVER take pictures, talk about injury on social media or discuss with other co-workers.
  - Fill out an injury report (if needed)

# JOB DESCRIPTIONS - Cashiers

## Cashiers:

- ALWAYS be a smiling face to greet customers
  - Always be positive and encouraging
- Never leave your cash box open
- ALWAYS mark bills higher than a \$20 bill
- Unless urgent, please stay at your cash drawer
- There is a button for every transaction item you might need
- ALWAYS log in using your I.D. number only
- Notify a manager if you need extra change
  - If you run out of \$5's.... Use \$1's until you get more \$5's
  - If you run out of \$1's ... use \$.25 until you get more \$1's
  - Hope this isn't an issue because a manager will always be around
- Do your best to up sell without without being pushy
- Always have a "favorite item" ready in case a customer asks your opinion
- Sign off on drawer report before leaving at the end of your shift.

## - Ticket Window Cashiers:

- First interactions customers will have at the farm so make it a good one!
- Know the ticket price and what's included in the admission
- Locate the bonfire list before your shift starts
- For every ticket bought, pass out a wristband
- Understand TickeLeap
- ALL guest must have wristband to enter
  - "We encourage all guest to participate in making memories"
- No dogs allowed unless they are service dogs
- Some people will have issue with the cost
  - Just listen, smile and nod
  - "Well I'm sorry you feel that way, but for all the activities offered, we feel we are competitively priced."

## -Market Cashiers:

- Ask every customer if they want to purchase a "Bounce Back Pass"
- Watch for customers walking in the wrong door
- Watch for customers walking by with pumpkins
- When not helping a customer, watch the market/inventory
- Always be a smiling face, this is the exit and the last impression made!
- Have a favorite candle or baking mix in case the customer asks
- Some people might be upset they didn't get to go to a "pumpkin patch"
  - "We apologize for the confusion, but moving the pumpkins to the grassy field was safer because people were tripping over vines. Allowed people to pick pumpkins even when it's been raining because there's no mud and it allowed our hayride line to move faster."

### -Concession Stand Cashiers:

- Always be a smiling face! Lines can get long and people get impatient
  - Thank customers for waiting
- When there no line:
  - Stock product
  - Stock cups
  - Stock drink cooler
  - Check your cash drawer and see if you need change
  - Wipe down counters
- Take orders as fast and efficiently as you can
- Always ask if they'd like to make the combo a larger
- When the sun starts to go down, move chocolate out of sun
- Have a favorite food item or product in case customers ask
- STAY at your register
  - Let the food runner get the food (if fully staffed)
  - Let the drink runners get the drinks (if fully staffed)
- If there's an issue with the food:
  - Don't make a big scene
  - Do your best to settle the problem within reason
  - If needed ask the kitchen staff for clarification/help
  - Make the customer happy!

### Food Runner:

- Stand at food window... ready and waiting
- Sole job to hand out food
- If there's an issue with food:
  - Resolve it as quickly as possible within reason
  - Make sure the customer walks away happy!
- Pass trays back to kitchen
- Grab kitchen product from stock room if needed
- When you pass out food, make sure the order is complete with food and drinks

### Drink Runner:

- Main job is to fill drinks for your assigned register (if fully staffed)
- If necessary pass out food that's been holding
- Ask kitchen to check ice supply
- Watch supplies of hot chocolate, hot cider and cappuccino
- Watch cider slushie level
- Stock cups
- Stock drink cooler
- Return trays to kitchen
- Watch/stock condiment table (wipe down when needed)
- Empty trash under counter



- Keep picnic area clean
- Pick up trash

## JOB DESCRIPTIONS - ACTIVITIES

### TUBE SWINGS:

- Six people to a swing and all guest must hold on
- Absolutely no standing up on swings
- No adults pushing the swings, the area must be clear before the swings move
- You the employee may give a push to get the swing moving
- Remind guest that the swing must come to a stop before anyone gets off
- There is not a time limit, but on busy days no more than 6-7 minutes

### Jumping Pillow (Outside gate keeper):

- Put guest into corrals to jump
- Make kids listen to you!
- When there is a line, make the kids stand off the cement so the area is clear
- Put no more than 15 per corral (No exceptions!)
- Group corrals according to size of guest jumping
  - Be very careful to not offend anyone by this
  - On busy nights, parents cannot go out and jump with kids
  - "I'm sorry ma'am/sir, for the safety of your child and the other children as well, you are not able to jump with your child."
  - Adults jumping with kids sends kids flying through the air (we, as the owners, learned the hard way with LeAnn when she was four years old)
- When a group is done jumping, open up the corral door
- Communicate with the people working on the inside if there are issues
- 20 mins before closing, shut the line down once all corrals are full

### Jumping Pillow (Inside gate keeper):

- Very important job because you go over the rules with ALL guest
- Then watch to make sure all guest follow those rules!
- If they break the rules, give one warning and if they continue to break the rules ask them to come off the pillow
- There is no throwing balls or any other object on the pillow - Strictly for jumping

- Make sure parents understand they cannot jump with their kids, but they are allowed to go out and take pictures
- Also in charge of timing each group ... 4-5 mins for group depending on how crowded we are
- When guest are jumping:
  - WATCH the guest, not your phone
  - If there is an accident, we are relying on your eyes to report what happened
  - Keep an eye on the timer & when there is one minute left yell that out to the guest jumping
  - After the one minute warning, go over the rules with the next group in line
- If there are two people working inside, THIS DOES NOT MEAN YOU STAND TOGETHER .... One person stands at the gates and one person stands at the other end of the pillow so that guarantees our employees can see the whole pillow
- Please take this job seriously; this attraction is fun, but also where 75% of our injuries for the fall season come from

#### “The Back 40”

#### Hayride Help:

- Help guest on the wagon
- Keep track of when the wagon becomes full and shut off the line
- When the hayride comes back, help guest unload safely
- While guest are waiting on the hayride to come around, please engage with them! Ask them what their favorite thing has been so far, if they went in the maze yet, did they get lost, what attractions would they like to see added, or any other conversation topics you can think of
- DO NOT SIT THERE ON YOUR PHONE

#### Corn Maze Entrance:

- Check wristbands
- Go over maze rules every time a guest enters the maze:
  - No running
  - No throwing corn
  - No cutting through corn
  - No picking the corn
  - No smoking
- Pass out maze pictures and trivia (one per family or group)
- Children under 12 years old need an adult to enter the maze, no exception

- Be watchful of who is going/coming .... If something doesn't look/ seem right, it probably isn't so say something to manager or corn cop
- Again, ABSOLUTELY no smoking in the maze! Stress that to the guest
- If there is a lost child in the maze:
  - Contact the corn cop
  - Contact the activities manager
  - Have whoever is looking for the child stay with you until the manager gets there
- Collect the pens and corn maze pictures as people exit
- When the paintball bus comes through, caution all guest and make sure no kids/ people come running out of the maze onto the path -- very important to watch for this
- Have fun and interact with the guest .. thank them for coming and to enjoy the amazing maze :)

#### Wristband Checker (at front gate):

- Very important job!
- ALL guests MUST have a wristband to enter. No exception!
- Be ready and knowledgeable about the fall activities
- Always have the correct bonfire list
- Know where the restrooms are
- Point out that guest will exit through the market
- Thank guest for coming and to have a great time
- Do not accept any money or TicketLeaps ... only wristbands
- Children under 12 years old need a parent to enter!

#### Playground Monitor/Customer Service:

- Rotate between the play areas, small bonfire pits, large bonfire pits, the animal area & the corn maze.
- Ensure that guest are ok at the bonfire (Only need to check in with them once)
- Ensure the animals are properly cared for... plenty of feed & water and that no guest are treating the animals poorly
- Rotate among the play areas to ensure guest are playing in a safe manor & following rules.