

Fig Earth Supply
3577 N. Figueroa St.
Los Angeles 90065

November 25, 2022

To the Admissions Committee:

As the owner of Fig Earth Supply Nursery, I am writing to recommend Natalie Smith as a candidate for your program. When I hired Natalie as a nursery assistant in January 2022, I was immediately impressed by her strong leadership and organizational abilities. A month after commencing employment I promoted Natalie to head of operations, and by March 2022 she became General Manager of the nursery.

Since her appointment as Manager, Natalie has exceeded my expectations as a natural self-starter with formidable initiative, creativity, efficiency and impeccable people skills. In her short time here she has improved workflow, operations structure, POS systems and product line offerings. Her social media, newsletter composition and promotional skills are second to none and her infectious enthusiasm is cherished by all the team here.

She is hardworking, honest, punctual and extremely dependable. She has proven to be an outstanding member of our team and while I am secretly hoping that you reject her application so she can stay here, I can only give my highest recommendation for this or any of her other future professional pursuits.

Her duties include but are not limited to:

- Managing 7 employees - including scheduling, payroll, and delegation of duties
- Ordering, shipping and receiving of plant material and all hard goods
- Retail management and display and organization of plant material
- Inventory management and reconciliation. POS integration and oversight
- Creating digital marketing content for website, social media, and weekly newsletter.
- Managing archive of digital assets, production of signage and display materials
- Curating and Co-ordinating weekly classes and workshops
- Calendar planning and management of seasonal pre-sales and events
- Feeding cat. Singing, Making coffee for boss.

Please feel free to contact me for further questions and clarifications concerning Natalie's background and details.

Sincerely,

Conor Fitzpatrick

Owner, Fig Earth Supply
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