

OUR
ECOSYSTEM



We believe in beautifying our community. We sell plants, garden supplies, patio furniture, and seasonal décor. We landscape. We grow plants and manufacture what we can. We're a wildly diverse group of people bound by our shared passion for the beautiful, the natural, and the authentic. And we like it like that.

That said, our business, like all businesses, has certain common business functions. And it's our belief that the more we standardize those functions not unique to our business – and focus our energy and effort on those things that provide real, direct value to our customers and to our community – the more successful we'll be.

So we've tried to standardize this, the different components of the system that is our business. We're calling it our Ecosystem. Like an ecosystem, our place is a complex network of people in a complex environment operating in delicate balance. Introduce something new, and everything reacts. Take something away, and everything adjusts. It's our responsibility to communicate, understand, and respect the balance.

The six components of our Ecosystem, as we like to think about them, are Purpose, People, Strategy, Process, Data, and Dialogue.

PURPOSE

PEOPLE

STRATEGY

PROCESS

DATA

DIALOGUE

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DIALOGUE

PURPOSE



BEAUTIFYING OUR COMMUNITY

Why do we do this? What do we stand for? Why does it matter? We believe in plants, people, and beautiful spaces. John Mulhall immigrated from Ireland in 1953 to landscape, and now, three generations later, we're as committed as we've ever been to making Omaha a more beautiful place to live. Today we're a team of a few hundred people, but our focus remains the same: working together to engage our community and share our passion for the beauty of the natural world.

John Mulhall is born on a 36-acre farm in Tinahely, Co. Wicklow, Ireland. Maureen Leyden is born in the small community of Boyle, Co. Roscommon, Ireland.

1922



Maureen Leyden begins to work at Powerscourt Estate in Ennis Kerry, Co. Wicklow, Ireland.

1938

John Mulhall begins to work at the None-So-Hardy Nursery in Shillelagh, Co. Wicklow, Ireland.

1939

John moves to Dublin to study horticulture at the National Botanic Gardens of Ireland.

1943

John becomes head of the grounds at the residence of the US Ambassador to Ireland in Dublin. Maureen moves to Dublin and takes a job in the kitchen of the US Ambassador's residence, eventually becoming the head cook.

1948



John and Maureen are married.

1952

John and Maureen immigrate to Omaha with the support of then Ambassador to Ireland Francis Matthews and his family, Omaha natives. John takes a position working in grounds maintenance for the City of Omaha Parks.

1953

John is hired as the groundskeeper for Creighton University.

1955

1956

John and Maureen begin "Mulhall's Landscaping and Lawn Service." John works on the business in the evenings and on the weekends, and Maureen keeps the books. Their first child is born.

1960

John and Maureen purchase their first property, a home at 5023 Burt Street. The business, still part-time, is run out of the garage.

1966

The Mulhall family and the business move to a new home on the northwest corner of 69th and Blondo.

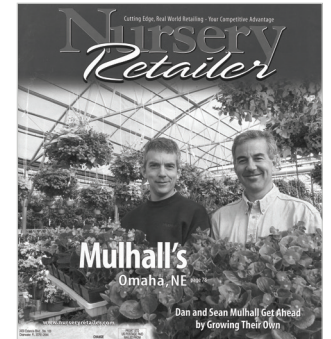


1967

The yard of the 69th and Blondo site is re-graded to allow the construction of a shade house and flat space to receive nursery stock.

1974

Mulhall's Nursery opens on 120th and Maple.



1983

Sean Mulhall returns home, joined by his brother Dan the following year, to help grow what their parents have started.

1998

Needing more space for retail and landscaping, the Fort Street facility is constructed to house our Landscape, Farms, Equipment, and Administrative operations.

2008

A new greenhouse is built in Gretna to increase annual and supplement perennial production.



BEAUTIFUL
NATURAL
AUTHENTIC

OUR PURPOSE IN PRACTICE

Beautiful. Natural. Authentic. We celebrate our ability to participate in the beautiful. We advocate the unique beauty afforded by the natural world. We embrace who we are: local, ethical, imperfect, and real.

PURPOSE

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PEOPLE

PEOPLE

INCLUSIVE PASSIONATE FUN

We will only ever be as successful as we are able to engage, develop, and inspire the people that choose to work here every day. How can we make each other better? How can we integrate our business and personal goals? What makes someone successful here? Sincerely asking these kinds of questions is foundational to what makes this place this place. The context in which we ask them we call our Culture. And when it comes to our Culture, we believe the whole really is greater than the sum of its parts. It's a long-standing, growing conversation, and at its center are three Core Values: We Are Inclusive, We Are Passionate, and We Like to Have Fun.



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STRATEGY



THE PLAN

Where, specifically, are we heading? How are we going to get there? What's in the way? Our strategy is the means by which we organize all of this to make a real contribution to our community. And we're in it for the long haul. We're not about big ideas, business buzzwords, or cleverness. We're about consistency, focus, and communication. Staying true to ourselves and our purpose – and keeping it simple.

GARDEN +HOME

OUR VISION

- To be our community's most loved, efficiently, and frequently shopped provider of plants, garden supplies, patio furniture, and seasonal décor

OUR CORE VALUES

- We Are Inclusive
- We Are Passionate
- And We Like to Have Fun

OUR VALUE PROPOSITION

- Our Experience
- A Solution to Every Problem
- Building Long-Term Relationships

OUR CUSTOMER

- Do-It-For-Me, Do-It-Yourself, and Professional customers of plants, garden supplies, patio furniture, and seasonal décor

LAND- SCAPE

OUR VISION

- To be our community's most precise, consistent, and trusted landscape service provider

OUR CORE VALUES

- We Are Inclusive
- We Are Passionate
- And We Like to Have Fun

OUR VALUE PROPOSITION

- Built-In Quality
- Process-Based Consistency
- Elevating Client Awareness

OUR CUSTOMER

- Long-term decision makers in landscape design, landscape construction, landscape management, and interior plant maintenance

FARMS

OUR VISION

- To be Garden + Home's highest-quality, best-value partner manufacturer

OUR CORE VALUES

- We Are Inclusive
- We Are Passionate
- And We Like to Have Fun

OUR VALUE PROPOSITION

- True Partnership
- Relentless Attention to Detail
- Lowest Landed Costs

OUR CUSTOMER

- Mulhall's Garden + Home

PURPOSE

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PROCESS

PROCESS

ONE BEST WAY

Process is the real engine of our business. We're not here to outsmart anyone. But we can care more. And we can outexecute. Process definition, stabilization, and standardization form our baseline, and only once we have that baseline established can we start to improve. And only with a clear path toward improvement can we really engage the creative resources of all the people that choose to work here.



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THE SCORECARD

Our ability to plan hinges on our ability to predict. And our ability to predict hinges on our ability to measure. What are the small handful of numbers that really drive our different business units, work areas, and processes? How do we use them to establish goals? And how do we build a culture that celebrates the role of measurability, data integrity, and its ability to empower the people that work here?



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DIALOGUE

"RELENTLESS REFLECTION, CONTINUOUS IMPROVEMENT"

How do we strike the balance between investing in the conversation and taking deliberate action? Between working to identify the ideal and knowing when and how to compromise? To become an organization intent on deeply exploring errors but devoid of blame? The answer is in the dialogue that we've built, are building, and will continue to build every day. It's about rapport, trust, and mutual respect, and only on that foundation can we ever hope to approach the ideal of "relentless reflection and continuous improvement."

**"IT IS SOMETHING TO BE ABLE TO PAINT
A PARTICULAR PICTURE, OR TO CARVE A
STATUE, AND SO TO MAKE A FEW OBJECTS
BEAUTIFUL, BUT IT IS FAR MORE GLORIOUS
TO CARVE AND PAINT THE VERY ATMOSPHERE
AND MEDIUM THROUGH WHICH WE LOOK...
TO AFFECT THE QUALITY OF THE DAY,
THAT IS THE HIGHEST OF ARTS."**

Henry David Thoreau's *Walden*,
"Where I Lived, and What I Lived For."



MULHALL'S