



ENCHANTED FAIRIES™

MAGICAL FINE ART PORTRAITURE

New Hire Orientation

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ENCHANTED FAIRIES

MAGICAL FINE ART PORTRAITURE

Enchanted Fairies creates magical experiences and lasting memories for families through our exquisite, high-end portraits and storybooks. With nearly 40 studios across 23 states, we are dedicated not only to capturing these precious moments but also to giving back to the community. Our commitment extends globally as we contribute to various children's charities, donating over \$2 million annually.



Our vibrant culture is built on the diverse talents of our Sales Consultants, Experience Concierge Representatives, Marketing Experts, Accounting Specialists, People Partners, and Operations Leaders.

Who Are We?



Founders

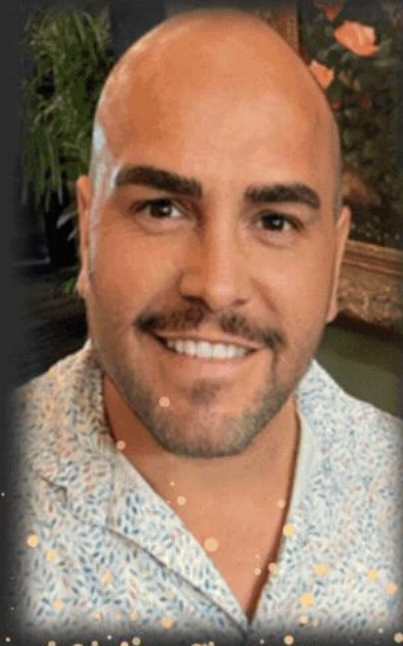
Christopher Rensink
Chief Revenue Officer



Aileen Avikova-Rensink
Founder & Visioneer



Dan Gutier-Matthews
Chief Creative Officer



ENCHANTED FAIRIES
MAGICAL FINE ART PORTRAITURE



Meet Our CEO



With a distinguished career in people-centered leadership and a proven track record of success, our CEO, Decha Brooks, brings a wealth of experience to our organization. Her visionary approach and deep expertise make her an invaluable leader as we continue to grow and create magic together.



Meet Our COO



"It's so important to empower kids...what we do helps them not only be the hero of their own story but allows them to be the hero of their own life. What kid doesn't want to grow up and feel empowered and strong?"



Scott Corley
COO



Mission

Our mission is to create
art that **SPEAKS**
GREATNESS into children.



Our Core Values



ENCHANTED FAIRIES

CORE VALUES

OWN THE MAGIC.

**RESULTS ARE WHAT MATTER—
EVERYTHING ELSE IS ACTIVITY.**

We take passionate ownership of seeing things through to magical completion, no matter what it takes.

IRON SHARPENS IRON.

CHAMPION EXCELLENCE IN OTHERS.

True magic is challenging and supporting each other to achieve greatness.

No room for passengers—
we're all drivers of excellence.

BREAK GLASS CEILINGS.

**WHERE OTHERS SEE A CEILING,
WE SEE A STARTING POINT.**

We don't just meet goals—we shatter them.

Every team member drives growth by iterating fearlessly.

SPEED IS MAGIC.

MOVE WITH URGENCY.

We move fast, communicate clearly, and clear obstacles to deliver solutions with precision and purpose.

ANTICIPATE, DELIVER, DELIGHT!

**THE JOURNEY SHOULD FEEL SEAMLESS,
THOUGHTFUL & MAGICAL.**

Always being ready, always following through, and always finding small ways to add a spark of joy.

SIMPLE SCALES.

SIMPLE SCALES, FANCY FAILS.

The simplest solution is often the best. We design systems that are the easiest to learn, execute and replicate.

Goal: 100 locations.

AIM HIGH, DELIVER SMART.

**WE ARE DIFFERENCE-MAKERS,
NOT SEAT-FILLERS.**

We make bold moves with big impact—but only if the effort is worth it and the risk is low.

If it's not smart, simple & scalable, it doesn't belong.

RELENTLESS IMPROVEMENT

**WE DON'T WAIT FOR FEEDBACK—
WE HUNT FOR IT.**

Relentless improvement fuels growth and creates magical experiences.



Departments

ENCHANTED FAIRIES

MAGICAL FINE ART PORTRAITURE





Photography

The Photography team, known as “The Guardians of the Forest”, are the keepers of magic.

With their cameras, they capture the sparkle in a child’s eye, the determination in a warrior’s stance, and the delicate flutter of fairy wings. They turn a simple moment into a memory filled with wonder, where dragons are real, and every child can become the hero or fairy they dream of being. With every click of the camera, our photographers weave stories, capturing moments that tell of bravery, beauty, and boundless imagination.

Estefany Estrada
Director, Operations





Experience Concierge

The Experience Concierge team is at the heart of our customer service, ensuring that every interaction is handled with care and precision. From the initial inquiry to the final resolution, they guide our guests through the entire journey, consistently striving to exceed expectations and deliver a seamless, enjoyable experience. Their unwavering dedication to providing exceptional customer care makes them an integral part of our mission, ensuring that each experience is as magical as the portraits we create."

Faith Spradling
Manager, Customer Experience





Sales

The Sales team plays a crucial role in presenting customers with their stunning portraits for the very first time. They expertly guide families through our diverse collection of packages, helping them choose the perfect images that will become treasured memories. Their talent in curating a personalized experience not only brings our portraits to life but also ensures that every family finds the ideal way to celebrate their special moments.

Kim Deitche
Director, Sales





Art Fulfillment

The Art Fulfillment team consists of the artists who transform our original images into pure magic. With exceptional skill and meticulous attention to detail, they bring each portrait to life, turning imagination into reality. Their creative brilliance ensures that every portrait not only meets but exceeds our high standards of artistry, creating enchanting pieces that capture the essence of each fairy and warrior's unique story while truly celebrating the magic within.

Selina Velazquez
Director, Art Fulfillment





People Operations

The People Operations team are your dedicated partners in crafting a seamless and enchanting journey with us. With a focus on supporting your needs and fostering a positive work environment, they are here to assist with everything from benefits and payroll to company policies and any issues you may encounter. Think of them as your guiding stars and go-to resource for any questions or support you may need along the way.

Vivica Armstrong
Manager, People Operations (HR)



Additional Leadership



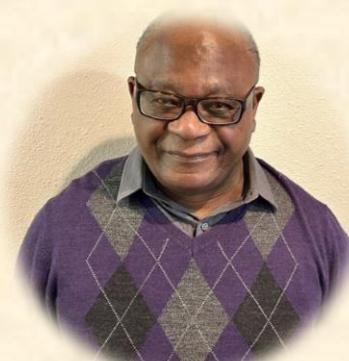
Karlie Lipka
Manager, Marketing



Michael Aljassim
Manager, Business Expansion



O'Tara Arricale
Manager, Learning & Development



Jean-Paul Ngambi
Controller, Finance & Accounting



Kenny Denton
Specialist, Technical & Applications Support



Company Policies



ENCHANTED FAIRIES

MAGICAL FINE ART PORTRAITURE





Personal Appearance

ENCHANTED FAIRIES

MAGICAL FINE ART PORTRAITURE

You are expected to present a clean, neat, and tasteful appearance during your work schedule.

Hair

- Magical colors are okay. (i.e. pink, purple, green, etc.)
- Mustache and beards must be clean, well trimmed, and neat.

Fingernails

- Keep nails clean and short-to-medium length.

Tattoos

- Excessive and/or offensive tattoos should not be visible.
- Large tattoos must be covered with clothing or makeup.

Piercings

- No excessive facial jewelry such as eyebrow/nose/lip rings or tongue studs.
- No more than two (2) earrings per ear.
- Earrings should be moderately sized studs, dangling earrings, or hoops.

For a copy of this information, select “**Resources**” to view and download the **Dress Code Poster**.



Personal Appearance

For a copy of this information, select “**Resources**” and download the **Dress Code Poster**.



Appropriate Attire

- Clothing should be clean, unwrinkled, and without rips or tears.
- Slacks, khakis, or dress pants.
- Blazers, collared shirts, dresses, skirts (knee-length or longer), sweaters, cardigans, blouses, Enchanted Fairies shirts.
- Slip-resistant shoes, loafers, flats, high-heels (under 3”).



Inappropriate Attire

- Sweatpants, sweatshirts, exercise clothing.
- Too long or excessively baggy pants.
- Shorts, miniskirts, skirts more than 1” above the knee.
- Bareback dresses.
- Low-cut shirts, halter tops, spaghetti strap shirts, tank tops, flannel shirts, non-Enchanted Fairies t-shirts.
- Tight and/or revealing clothing.
- Beach shoes, flip flops, open-toe sandals.
- Hats or caps unless worn for religious or health-related reasons.



Remote Work Conduct

Availability

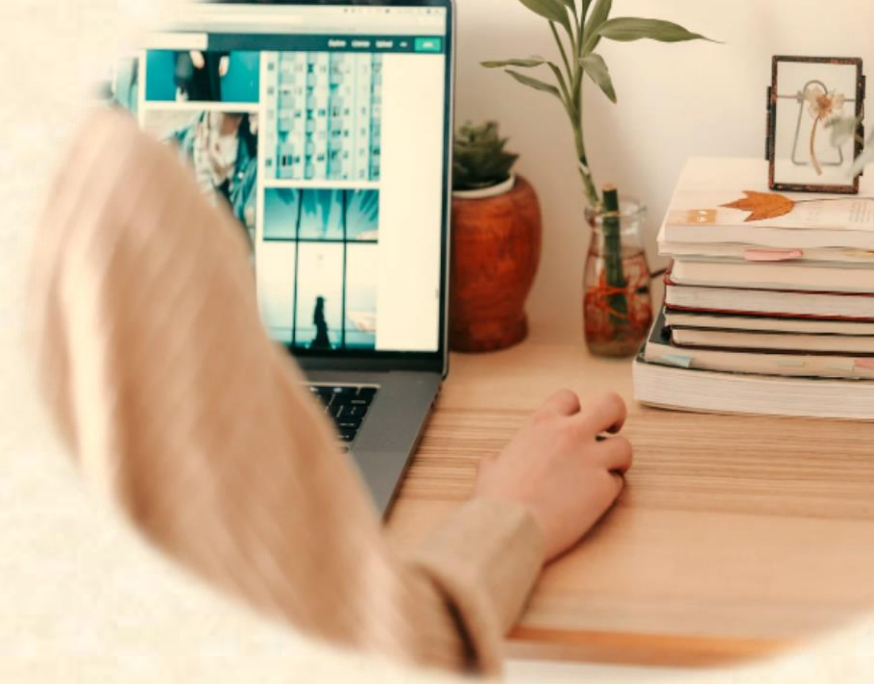
- Be available and communicative during scheduled work hours.

Professional Workspace

- No music/TV in the background during meetings.
- Avoid eating during virtual meetings unless invited to do so by the meeting host.
- Use a laptop/PC to attend meetings. Avoid using a cell phone/tablet.
- Smoking/vaping not permitted during virtual meetings.

Virtual Meeting Etiquette

- Turn video cameras on when possible.
- Avoid multi-tasking. Give full attention to the meeting.
- Join meetings on time.
- Stay muted when not speaking.
- Use the chat feature when it is not a good time to interrupt the host.
- Refer to the dress code policy for proper meeting attire.



Cell Phone Use

- Cell phones may be carried but must always be on vibrate/silent to avoid disruptive ringtones.
- No cell phones while interacting with clients.
- Cell phone conversations should be brief and team members should maintain a low voice.
- If possible, use text messaging instead of voice calls.
- Texting should be restricted to urgent or emergency messages.
- Internet surfing and wearing earbuds while working is prohibited.
- Receiving and placing excessive personal cell phone calls or texting while working will lead to disciplinary action up to and including termination.

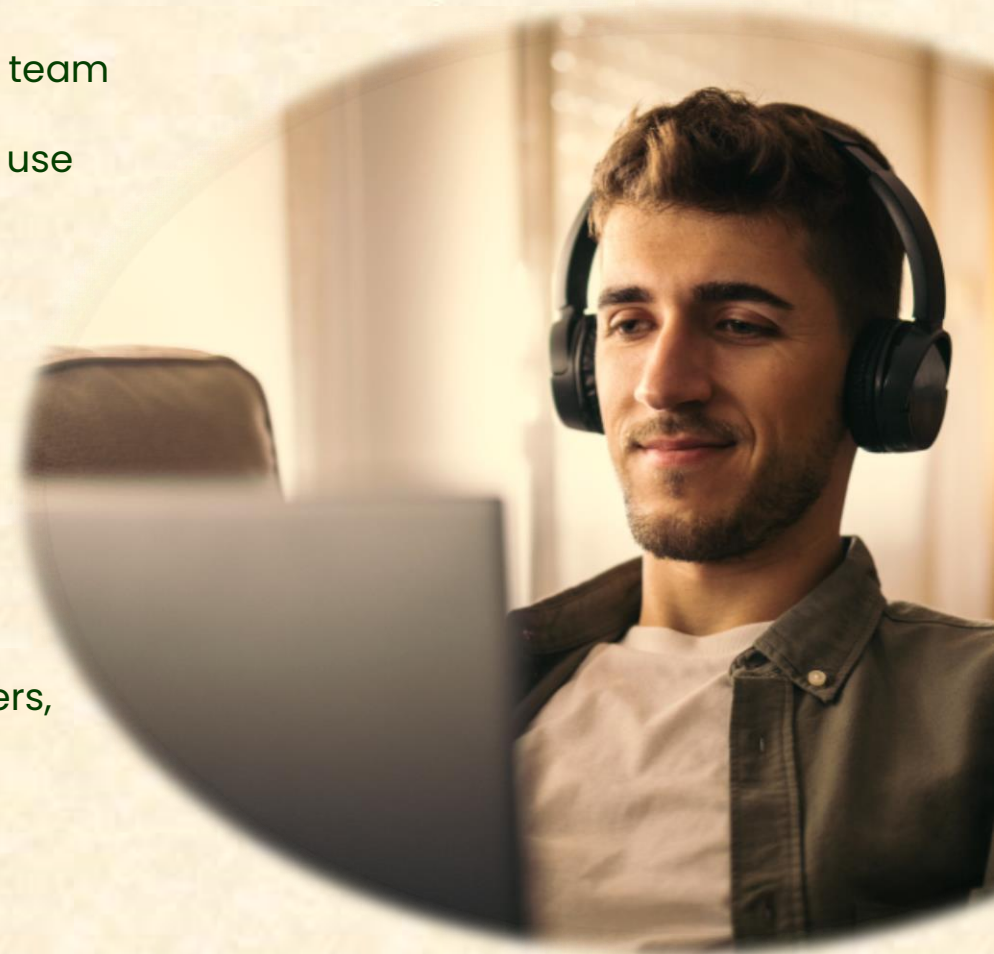


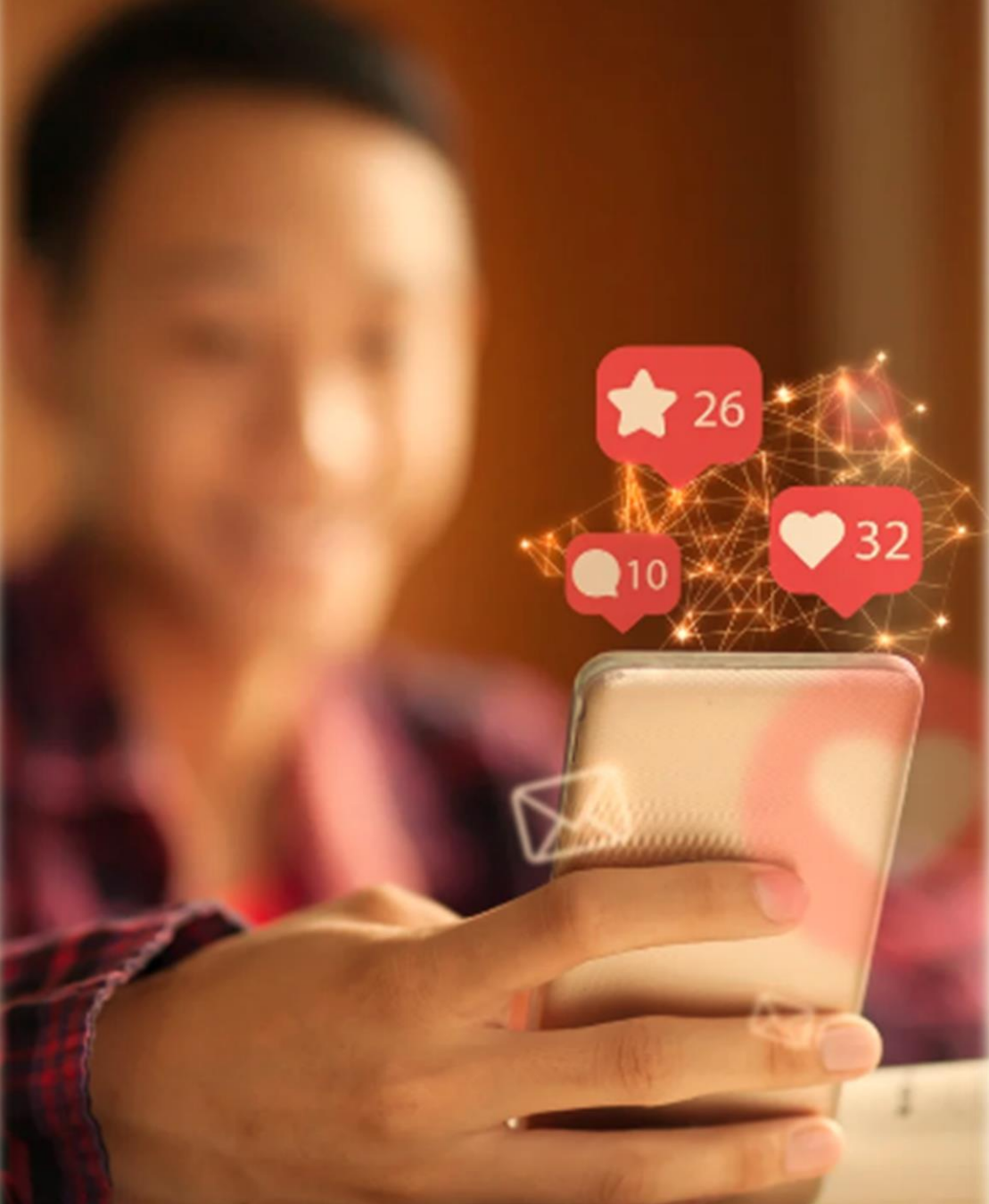
Computer, Email, & Phone Usage

Company computers, computer files, email system, and software furnished to team members are the property of Enchanted Fairies and are intended for business use only.

Company phone conversations, including internet phone system and video conferencing may be monitored or recorded.

Using company property for anything that may be disruptive, offensive to others, harmful to morale, or construed as harassment is prohibited.





Social Media Usage

Enchanted Fairies expects its team members to use appropriate judgement when participating in social media activities. Team members are a representative of Enchanted Fairies and should exercise caution when posting anything on the internet and/or social media applications.



Drug & Alcohol Usage

No team member may use, possess, distribute, sell, or be under the influence of alcohol or illegal drugs while on Enchanted Fairies premises, during scheduled shifts, or while conducting business-related activities offsite.

Smoking/Vaping is **prohibited** on Enchanted Fairies work premises.



Smoke-Free Workplace



Cultural Diversity

Enchanted Fairies recognizes and values diversity of attitudes, beliefs, behaviors, and communication patterns of our clients, team members, and partners to provide magical services. Diversity includes, but is not limited to:

- Sex
- Age
- Sexual Orientation
- Gender Identity
- Physical Ability
- Physical Characteristics/Disability
- National Origin
- Ethnicity
- Race
- Color
- Religious Belief
- Language
- Socio-economic Status



Harassment

Examples of Harassment:

- Epithets, slurs, negative stereotyping, or jokes, or threatening, intimidating or hostile acts that relate to race or other protected classification.
- Written or graphic material that denigrates or shows hostility toward an individual or group because of race or other protected classification and that is circulated in the workplace or placed anywhere in the Company's premises such as on a team member's desk, workspace, or sent via email/phone.

Anti-Harassment

Enchanted Fairies prohibits verbal or physical behavior or comments that create or could lead to an intimidating, hostile, or offensive work environment because of an individual's race, color, national origin, religion, age, weight, height, disability, veteran status, marital status, or any characteristic protected by law. It makes no difference whether the behavior was intended to offend.



Sexual Harassment

Sexual Harassment

Sexual advances, requests for sexual favors, and other verbal or physical conduct of sexual nature is strictly prohibited.

Examples of Sexual Harassment:

- Unwelcome sexual advances, whether they involve physical touch or not.
- Sexual epithets, jokes, written or oral references to sexual conduct, gossip regarding one's sex life; comments about an individual's body, sexual activity, deficiencies, or prowess.
- Displaying sexually suggestive objects, pictures, or cartoons, including by downloading such materials from the internet.
- Unwelcome leering, whistling, brushing against the body, sexual gestures, or suggestive or insulting comments.
- Inquiries into one's sexual experiences.
- Discussion of one's sexual activities.





Conflict Resolution

Enchanted Fairies encourages an open and frank atmosphere in which any problem, complaint, suggestion, or question receives a timely response from leadership and/or People Operations (HR).

We strive to ensure fair treatment of all team members. Any team member with a problem should report it immediately to their manager or a People Operations Representative. Alternatively, team members may use our Compliance Hotline by calling **1.855.662.SAFE**.

For more info on the Compliance Hotline, select “**Resources**” and download the **Compliance Hotline Flyer**.



Timekeeping

Expectation

You must record your working hours in Rippling.

Overtime

Must be approved by your manager before working the overtime period.

Lunch Break

All hourly team members who work 5+ hours must take a lunch break. Team members must clock out for lunch breaks.

Rest Break

All hourly team members must receive a 10-minute rest break for every 4 hours worked. Rest breaks are paid, and the team member should not clock out during this period.



Holidays

Enchanted Fairies observes the following holidays:

- New Years Day
- Independence Day
- Thanksgiving
- Christmas Day
- Floating Holidays (3 Days)



Paid Time Off

PTO can be used for vacation, illness/injury, or personal business time away from work.

- PTO is accrued based on hours actually worked and can be taken after 90 days.
- Eligible team members accrue 3.08 hours per pay period (10 days).
- Up to 80 hours of PTO can be carried over to the next year. Any hours in excess of 80 hours will be lost.
- PTO increases with length of active employment.

Voting

- If a team member is unable to vote in an election during their nonworking hours, Enchanted Fairies will grant up to 3 hours to vote.
- Kentucky team members will be granted up to 4 hours to vote.
- Time to vote will be unpaid unless mandated by team member's state law.



Bereavement Leave

- Up to 3 days of bereavement leave will be provided to regular full-time team members for an immediate family member.



Time Off



Attendance

Expectations

- Enchanted Fairies expects team members to be reliable and punctual in reporting for scheduled work.
- Absences should be reported, by the team member, at least 2 hours before the start of scheduled shift.
- In the rare instance a team member cannot avoid being late to work or unable to work as scheduled, they should notify their supervisor as soon as possible.
- Poor attendance and excessive tardiness is disruptive and will be counted as occurrences.
- A physician's "Return to Work" note is required if a team member misses 3 or more days due to an illness.

EMPLOYEE ATTENDANCE RECORD

Employee Name: _____

Employee Number: _____

Department: _____

Accrued Vacation Time: _____

Date	Present





Inclement Weather

Enchanted Fairies will never require team members to travel to work facilities during severe weather conditions.

- Severe weather conditions include rain, sleet, snow, tornadoes, hurricanes, etc.
- In the event a studio/location is closed due to severe weather conditions the CEO, COO, or a designated leader will notify team members.
- Should a team member need to arrive late or leave early, they should contact their immediate supervisor.
- Time off due to facility closures caused by emergency conditions will be unpaid.



Introductory Period

Enchanted Fairies has an introductory Period of 90 days for all new team members. The introductory period is intended to give new team members the opportunity to demonstrate their ability to achieve a satisfactory level of performance and to determine whether the new position meets their expectations.

Performance Evaluations

Performance evaluations provide both the supervisor and the team member the opportunity to discuss job tasks, identify and correct weaknesses, encourage and recognize strengths, and discuss approaches for meeting goals. These evaluations will be conducted at 90 days of employment and again at 6 months of employment. Yearly evaluations will be conducted thereafter.



Payroll



Paydays

Paydays are biweekly on Fridays. If a payday falls on a holiday, you will receive your paycheck on the last day of work before the regularly scheduled payday.

Review Paystub

Be sure to review your paystub to ensure you were paid correctly. Remember, it is your responsibility to record and approve your time in Rippling for each pay period.

For more information, and a copy of our payroll calendar, please visit <https://www.hrfairy.info/payroll>



Benefits

FREE for Team Members:

- Medical Insurance
- Dental Insurance
- Vision Insurance
- Basic Life
- Employee Assistance Program
- Will Preparation Services

Additional Benefits:

- Accident Plan
- Critical Illness Plan
- Hospital Indemnity
- Voluntary Life Insurance
- Short-term & Long-term Disability
- 401k with 1% Company Match

You have **30 days** from your hire date to enroll in benefits. Benefits begin the first of the month, following 30 days of employment. For more information, please visit <https://www.hrfairy.info/benefits>. You may also select “**Resources**” to view a **Benefits Guide**, **401k Presentation**, and **Benefits Summary**.



Additional Perks

In addition to our amazing benefits, Enchanted Fairies also provides the following **Perks** for team members:

- Paid Time Off
- Paid Holidays
- Floating Holidays
- Paid Parental Leave
- Pet Insurance
- Identity Protection Plan
- Legal Assistance Plan
- Identity Protection Plan
- Company Discount
- Employee Recognition Program



Contact Information



Accounting/Finance

Email: billing@enchanted-fairies.com

- Vendor Invoice Payments
- Billing Inquiries
- Company Card Inquiries

Art Fulfillment

Slack Channels: @Artforms,
@Phones-Art (for EC), @Sales-Artleads (for Sales)

- Client Order Status
- Urgent (911) Orders
- Portrait Edits
- Portrait Samples

Marketing

Email: karlie@enchanted-fairies.com
Enchanted Fairies Marketing/Branding Support

People Operations (HR)

Email: hr@enchanted-fairies.com

Compliance Hotline: 1.855.662.SAFE

- Benefits
- Payroll
- Company Policies
- Team Member Issues

Photography

Email: vip@enchanted-fairies.com

- Photography Studio Support

Experience Concierge

Email: adventures@enchanted-fairies.com

- Session Bookings

IT Support

Email: support@enchanted-fairies.com

- Software/Company Systems Support
- Email Support
- Slack Support

Sales

Slack Channel: @departmenttodepartment

- Sales Order Inquiries

For a copy of this contact information select
“**Resources**” to view and download the “**EF Contact List**”.



People Operations Site

ENCHANTED
FAIRIES™
MAGICAL FINE ART PORTRAITURE

HRFAIRY.INFO

Home

Benefits

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New Hires



PEOPLE OPERATIONS TEAM



Welcome to our
Fairy World



You have completed New Hire Orientation. You
will now proceed to Onboarding and Training
within your department.

