

# The Grounds Guys Operations Team



**Mary Kennedy Thompson**  
Interim President – The  
Grounds Guys &  
COO – Neighborly



**Dianna Worthington**  
VP Operations



**Kimberly Nabors**  
Executive Admin



**Zoe Margetts**  
Sure Start Consultant



**David Holmes**  
SR. Franchise Consultant



**Gaynelle Baum**  
Franchise Consultant



**Rachelle Kemp**  
**Franchise Consultant**



**Eric Brown**  
**Franchise Consultant**



**Eliazar Arebalo**  
**Franchise Consultant**



**Marcus Holmes**  
**Franchise Consultant**



**Candice Dillon**  
**Local Lead Development**



**Crystal Willcocks**  
**Franchise Systems Specialist**

# Marketing



**Natalie Walker**  
Brand Manager



**Rebecca Cantu**  
Local Marketing  
Specialist

# Franchise Development Team



**Patrick Hyland**  
VP Franchise  
Development



**Russ Meier**  
Franchise Developer



**Aaron Thompson**  
Franchise Developer



**MARY KENNEDY THOMPSON**

**Chief Operating Officer – Neighborly  
& Interim President – The Grounds Guys**

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Mary Kennedy Thompson, CFE, is Chief Operating Officer of Neighborly overseeing the ongoing business operations for 13

franchised brands in North America including Aire Serv, Grounds Guys, Five Star Painting, Glass Doctor, Molly Maid, Mr. Appliance, Mr. Electric, Mr. Handyman, Mr. Rooter Plumbing, ProTect Painters, Window Genie Mosquito Joe, Real Property Management and Rainbow International. They provide residential and business services in the repair, maintain, and enhance space. Prior this current position, Mary served as brand president of two brands leading both Mr. Rooter and Cookies by Design. She is the past chairman of the IFA VetFran Committee and the 2013 Bonny Levine Award winner. She began her career in franchising first as a multi-unit franchisee in the Cookies by Design system.

**DIANNA WORTHINGTON**

**Vice President of Operations**

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Dianna Worthington, CFE, is the Vice President of Operations for The Grounds Guys, overseeing a team of 11 business consultants and support staff. The Grounds Guys Operations Team provide



training and coaching to over 210 franchise locations throughout North America.

Canadian born and raised, Dianna moved to the United States in 1987 to complete her graduate degree. She spent twelve years in education, both in the classroom and serving as Secondary Principal for a leading College Preparatory School in Waco, Texas. In 2011 she joined Mr. Rooter Plumbing as Franchise Consultant and Training Manager, using her previous occupation to develop new training systems for franchisees and their employees.



**Kimberly Nabors**

**Executive Admin**

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Kimberly was born and raised in Houston, TX where she attended Lamar High School taking all International Baccalaureate classes. Kimberly moved to the Waco area in 2009 and attended Hill College for basics and MCC for a Business Management degree with a technology emphasis. She has worked in the customer service field since she was 17, working her way up into the management and administration field. Kimberly is now the Executive Assistant for The Grounds Guys brand and enjoys her job every day. Personally, she is a mother of 3, all of which are in sports and extracurricular activities. When Kimberly is not busy with children projects, she enjoys hiking and kayaking with her German Shepherd or studying up on various business and financial topics.

## **ZOE MARGETTS**

### **Sure Start Franchise Consultant**

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Zoe is excited to welcome our new owners as they begin their businesses and prepare to open their franchise locations. She works with new owners as they progress through our Sure Start Action Plan including Business and Systems Training, Vehicle and Team Branding and implementation of our C.A.R.E. System.

Prior to The Grounds Guys, Zoe worked for franchise companies in Georgia, Louisiana, and Taiwan. She is a Native Texan and has been married for 29 years to a P.E.I. Canadian, Robert Margetts. They began their franchising experience in Taiwan where they produced educational materials for their After-School Language Centers, giving them the opportunity to learn Mandarin Chinese.



## **DAVID HOLMES**

### **SR. Franchise Consultant – Canada East**

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Dave joined The Grounds Guys in January 2014. He has over 35 years

of Coaching, Mentoring, Business Ownership, Sales & Operations experience in the Landscape Industry. Dave studied at The Ohio State University before graduating from Hocking College where he earned his degree in Forestry

Management. Dave's career started in landscaping at Oakland Nursery in Columbus, Ohio. A year later he joined Chemlawn as a Horticulture Specialist and after several promotions advanced to Operations Manager of the largest company location. In Dave's final year at Trugreen-Chemlawn his 90 person team provided service to over 30,000 customers while driving \$11 million in sales. In 2010, Dave started his own company, The Groundskeepers, which provided Full Service Commercial and Residential Landscape Design, Build & Maintenance. Over the a 10 year period his business steadily grew to \$680,000 in annual sales. In late 2010, Dave was approached by Yardmaster to join them. They acquired his business and Dave assumed the position of Operations Manager in their Columbus office. During Dave's tenure at there, his team serviced sales of \$2.1 million in 2011 to just over \$4 million by the end of 2013. This was done while maintaining a high customer satisfaction and a 90+% customer renewal rate with a net profit return of 13%. Dave enjoys family time, hunting, fishing and is an avid sports fan. He lives in Powell, Ohio with his wife Yvonne, a Registered Nurse. Their daughter Emily is majoring in Nursing at Columbus State, while their son Josh is the Branch Manager for The Grounds Guys of Westerville.

## **GAYNELLE BAUM**

**Franchise Consultant - South  
Central & Canada West**

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Gaynelle, a 28-year landscape industry professional, unknowingly began her career when her grandfather taught her to cut grass



at 12 years old.

Her memories of his guidance and commitment to quality stayed with her through college as well as on to careers with the Dallas Parks Department, ValleyCrest, Lawn Doctor, U.S. Lawns, and most recently The Grounds Guys.

She has experience as a Gardener, Crew Leader, Spray Technician, Account Manager, Operations Manager, and Branch Manager; but her passion is training and educating business owners to help them build a sustainable and prosperous business.



**RACHELLE KEMP**

**Technical Systems Specialist/ Franchise  
Consultant – North East**

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Rachelle Kemp became a franchise consultant for The Grounds Guys in April of 2013 and became the Technical Systems Specialist in 2016 serving as the in-house subject matter expert for all aspects of horticulture and grounds care. She is also the franchise consultant for the NE locations.

Rachelle and her husband moved to Waco, Texas, in 1993 to continue their careers in the agricultural field. Her portfolio includes running a landscape maintenance business with her brother since the tender age of 14, working for four golf courses, owned a floral business, worked in-house sales and topiary specialist for the largest owned wholesale grower, and retail nursery manager for a rose grower, growing vegetables

commercially, helping with the family tree farm and working several farmer's markets. She obtained a formal education with a Bachelor of Science degree in landscape/interiorscape horticulture. Her Masters in Science, specializing in management promoted her rank to Associate Professor at a local Community College where she taught landscape design, plant, bug, and disease identification, horticultural math, and other industry-related courses.

Waco has blessed her family with many other industry-related experiences including consumer liaison, research on plants on products for the landscape industry, McLennan County Master Gardeners, and several other committees/clubs/organizations in the city, county and state.

It brings her great pleasure to bring her education and experiences to The Grounds Guys to help others with their own successful businesses making their dreams come true!!

## **ERIC BROWN**

### **Franchise Consultant - Mid-Atlantic**

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Eric joined The Grounds Guys in April 2017. He has more than 15 years of experience in consulting, including 5 years of owning his own consulting business. He has consulted nearly one hundred companies in the areas of leadership, change management, workforce development, and business strategy. Learning and development are personal passions of Eric's. He earned a Bachelor of Science in Business Administration with a



with a major in finance at the University of Louisville and an MBA from the Kelley School of Business at Indiana University.

In his Franchise Consultant with The Ground Guys, he works to accomplish three important goals:

1. Coach and mentor franchise owners in financial statement and ratio analysis, franchise systems, technologies, and growing profits.
2. Provide strategic marketing, sales, and operational insights to establish a strong market presence; attract high quality employees; and develop deep customer relationships for sustained, long-term revenue and profitability growth.
3. Support and inspire his co-workers to accomplish goals that make a meaningful difference in their lives and the businesses of our franchisees.



## **MARCUS HOLMES**

### **Franchise Consultant – South East**

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Marcus Holmes is originally from Lewiston, Idaho and moved to Waco, Texas late June of 2018. He is married to his amazing wife Emily and they have three beautiful children. Prior to college; Marcus served in the United States Navy as a Damage Controlman and has and has traveled throughout the world on two tours. After his service, he attended Lewis Clark State

College, receiving a degree in business management. Since then he has worked in corporate operations: Agriculture; International Export, Ammunitions; International Export, Commercial Paper Industry; Domestic Import and Export and business development in a finance company specializing in IRA's.

Marcus interest are golfing, swimming and traveling with his family. Marcus has also been officiating both college and high school basketball for fifteen years. He has devoted most of his life to community service. He serves at his church within children and youth leadership, recently volunteered at Waco Cultural Arts Festival and was on the United Way board of directors for five years. Marcus is fun loving and high energy. He is excited about his new season of life with Neighborly and is truly blessed to be a Franchise Consultant with The Grounds Guys.

### **ELIAZAR AREBALO**

#### **Franchise Consultant – Ohio Valley**

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Eliazar brings over 30 years in the industry as both an owner/operator and consultant. Eliazar grew up in a family owned landscape business which he took over upon his father's passing.

In the pursuit of personal growth and

development he has held position at both local and national companies with titles such as Director of Business Development, Operations Manager and Director of Snow. Most recently He worked as a Regional Franchise Advisor for a franchise company. Eliazar resides in the Chicagoland suburbs with his wife and 5 children. His greatest passion is celebrating along with a franchisee



when they reach their goals. His diverse background provides the opportunity to understand the challenges and successes many owners may experience. He looks forward to working with The Grounds Guys team.



**CANDICE DILLON**

**Local Lead Development**

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Candice "The Ninja" Dillon began her journey with The Grounds Guys in January

2013. Joining the home office team initially as administrative support, the needs of the home office quickly changed, Candice's willingness to learn and wanting to showcase her strong corporate background afforded her the opportunity to explore a sales position within Local Lead Development. Candice has owned this role, developing incredible relationships with the Canadian franchise locations and their customers. Candice thrives on the success of her franchise partners and loves to share it with the team.

Candice's history as a corporate event planner made her the perfect fit to celebrate and organize the RMHC and WeCARE Day events.

Candice was born in Toronto, Ontario, and now lives in Orangeville with her husband, Jamie, daughter, Zoe, and son, Zachary. If Candice is not enjoying the cottage with her family, you'll find her on a yoga mat.

## **CRYSTAL WILLCOCKS**

### **Franchise Systems Specialist**

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Crystal began her career with The Grounds Guys in 2014 in the home office and was an integral part of creating and coaching the former in-house call center. She provided outstanding, frontline customer service by taking initiative and always going above and beyond.

In January 2016 Crystal moved into the Administrative Assistant role for Canada and was a Jack of All Trades, assisting the franchisees and corporate operations team. In April 2017, she transitioned to the Franchise Systems Specialist role now assisting with the updating and creation of training materials and administration of the Canadian Key Accounts Program.

Crystal has a Business diploma in Paralegal Communications, previously working in both the legal and staffing industries, making her a natural people person and great judge of character. She lives in Orangeville, Ontario, with her spouse Richard and their blended family of four children. In her off time she loves to travel within Ontario for racing, and throughout the USA for the experience of it. She can be found 'glamping' during the warmer months, hunting and fishing with her father.



## **NATALIE WALKER**

### **Brand Manager**

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Natalie joined The Grounds Guys family in August 2017. She has more than 8 years of marketing experience, including creating and implementing marketing strategies, website design and development, social media management, email and content marketing,

and data analysis. Natalie studied at Baylor University and received a Bachelor of Arts degree in Journalism and Public Relations.

Natalie's career started in the B2B GIS Mapping Software Industry. She successfully developed the branding and focused on driving electric utility leads to the newly developed website. She oversaw the content sent to all internal and external customers, presented data analytics to the board, and designed all new digital and print marketing collateral. During this time, Natalie also completed freelance and contract work with a various number of clients and startup companies in the technology and hospitality industries. In 2015, she switched gears a bit and was the marketing and wine club manager in Fredericksburg, Texas. Natalie managed and trained a team of five associates, developed and executed the marketing strategic plan to increase brand awareness and wine club memberships, and planned and managed three allocations with each resulting in 440+ attendees and over 200k in sales each. Putting her technology hat on, she setup the company's new POS software that included connections to the newly developed website, club

processing, and eCommerce functionality. Ultimately, Natalie increased the number of wine club memberships by 20% in only five months. Natalie was then offered a Marketing Director position in the Texas Hill Country town, Utopia, Texas. In this position, she designed and built their new website with integrated eCommerce and booking plug-ins, oversaw all operational and marketing strategic growth, reported user data and worked directly with business owner to interpret, and planned and implemented new branding to target audience.

Natalie was married November 2017, and she is enjoying her newlywed life in Waco, Texas. Outside of work, she enjoys writing and performing songs, researching the latest in nutrition, playing with her dogs, and spending time with family.

## **REBECCA CANTU**

### **Local Marketing Specialist**

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Rebecca started with Grounds Guys in October 2018. She is a Master Gardener with an extensive marketing background spanning over 7 years. She has a Bachelor of Science from Texas A&M University- Kingsville, where she majored in Fashion Merchandising and Business. She started her career in retail management most notably working in retail operations for the Houston Zoo, where she managed a team of 45 people and retail sales over 2.5-million. In 2011, she moved to Austin and started with a software start-up where she found she had a knack for marketing. Since then she has worked in various marketing roles.

Most recently, she worked for Jobe's, a leading lawn and garden products company known for its line of organic fertilizers. Rebecca is a Texas native that has lived in the Waco area with her husband for the last 4 years. They have a two-year-old daughter and a son whom was just born in December 2018. When not working or spending time with her family, Rebecca enjoys gardening, yoga and running.



**PATRICK HYLAND, CFE**  
**Vice President of Franchise Development**  
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Since 2010 Pat Hyland has served as a Franchise Developer and Vice President of Franchise Development for The Grounds Guys. Prior to joining the Grounds Guys and

Rainbow International Restoration teams, Pat was the Senior Vice President of Rotobrush International where he was instrumental in transforming a family business into a professional enterprise. During his 14 year tenure, it was his passion to help small business owners in the service industry gain market share and increase their profits by providing business development training, products and services. Much of Pat's experience was derived by personally working in the field with contractors and their customers. This firsthand experience enabled Pat to create proven sales and marketing systems that helped contractors differentiate themselves from their competitors. Pat has trained over 2,500 small business owners in marketing their services to consumers.

## **RUSS MEIER**

### **Franchise Developer**

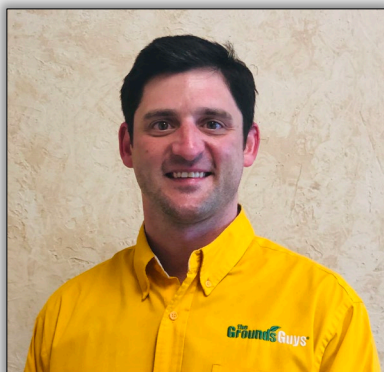
**russ.meier@nbly.com**

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Russ joined the Grounds Guys Oct 1<sup>st</sup> 2017. In his younger life Russ traveled the USA as a military brat with his family and his dad who was a Captain in the Navy. At 23 he started his career with Success Motivation International (SMI in Waco) selling franchises, helping executives in business, recruiters, entrepreneurs, and sales professionals to reach their personal and financial goals. Russ was an Entrepreneur for years in the Environmental Industry in the early 90's with Earth Care Products and was VP of sales for 20 yrs. at Profiles International in Waco until the business was sold to Wiley. Soon after leaving Profiles Russ was involved in the first startup company at the Baylor University BRIC in their launch program for a new innovative cloud base educational platform to help high school students find their right career path and college. Russ's true passion is to make a positive impact on people in a way that makes them think, grow, and reach their full potential.

Russ enjoys spending time with his wonderful wife Pattie and their 4 daughters and 8 grandchildren. They enjoy fishing with their family at their land in the country and enjoy traveling.



## **Aaron Thompson**

### **Franchise Developer**

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Aaron joined the Grounds Guys in

January of 2019. He started his career in franchising while attending Baylor University in 2004. Upon Graduation, he worked for a franchise company as a consultant in charge of opening new locations across Texas. In 2007, his younger brother was in a major car accident that left him in a comma for over a year. His parents flooring business suffered as they were attending to medical needs with his brother in Dallas. Aaron left franchising to join the family business and spent 7 years developing the commercial segment and ultimately positioning the company for sale. In 2013, the family business was purchased, and Aaron was able to re-enter the franchise industry at Neighborly, representing Rainbow International. In 2015, he was recruited to head up a new restoration franchise company based in Florida looking to expand. Aaron spent 3 years as VP of Development with Restoration1 and expanded the company from 14 locations to 124 locations across 37 states. He won multiple awards for development during this time and looked forward to his next opportunity. Aaron joined Neighborly in 2019 with the goal of assisting the growth of the Grounds Guys across the US and Canada. Aaron resides in Waco and is a proud father of his 9-year-old daughter, Grace Ann.

## **JEREMY MONTOYA**

### **Franchise Developer**

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Jeremy joined Neighborly in 2009 after spending 15 year in the construction industry in sales and management. He grew up in the construction industry where his father owned a successful remodeling and construction company. This is what drives Jeremy to help business owners who have no financial training and who

own businesses that revolve around the owner as opposed to proven business systems. He also enjoys helping Entrepreneurs reach their dream of owning a business. Jeremy is committed to small businesses and Entrepreneurs achieve the quality of life they dream of while building a business that provides plentifully for their family and their future.

Jeremy has a Bachelor's degree in Business Administration with a major in Business Management, obtained through Baylor University. He and his wife Amber live in West, Texas. They have four beautiful children. They have a 17-year-old son named Jaden. A 5-year-old daughter named Gianna and identical twin boys that are 3 1/2, named Jonah and Noah. They enjoy traveling and spending time in their church and with family.