

SAMPLE

**HEARTS
OF GLASS**



**VERTICAL
HARVEST**
JACKSON HOLE



Comprehensive Viewers' Guide

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CASE STUDY TRANSCRIPTS »



Hello, Nona? It's Penny.

What do you want, Penny?

I just have a great idea for a project. We're gonna have to build a greenhouse.

I'm all ears.

There's a plot of land near the parking garage.

Make it three stories high?

Exactament.

You know, that's not a bad idea!
All right, let's do this.



Along comes Caroline



Hello, girls, this is Caroline. There are some adults here who have various developmental disabilities, and I was wondering if you could hire them, when you open that greenhouse.

Yes, we'll look into it!



EXCERPT FROM FILM:
Vertical Harvest
employee Johnny
Fifles reenacts phone
conversations that
lead to the creation of
Vertical Harvest and
its social mission.



THE PEOPLE

At your screening event, we recommend using this quick reference for the characters' names and job titles.



KYLE BURSON
Packaging Associate &
Retail Associate



CAROLINE CROFT ESTAY
Human Resources
Director



JOHNNY FFILES
Tour Guide &
Microgreens Associate



ZAC KNUDSEN
Facilities Associate



MYCAH MILLER
Retail Associate



JOELLE LAZZARESCHI
Educational Coordinator



JILL QUINLAN
Job Support for
Various Employees



TIM SCHUTZ
Director of Production



BILL WARNER
Ty's Dad & Vertical
Harvest Volunteer



TY WARNER
Tomato Associate



NONA YEHIA
Vertical Harvest Architect,
Co-Founder & CEO

PUTTING IT ALL TOGETHER

Hearts of Glass is a chronicle of the Vertical Harvest experiment, demonstrating how the ideas of inclusive employment for people with intellectual and developmental disabilities, social enterprise and innovative food production can be woven together to create something that benefits the community at large.



“What I believe in most about this project is the high-tech innovation of the farm itself, paired with an underserved population. It is really saying that this population is worth something that’s on the cutting edge, and all of us rise to that occasion.”

— Nona Yehia, Co-Founder and CEO,
Vertical Harvest





CASE STUDIES

CASE STUDY 1 MYCAH — THE ARC OF A CAREER

- **Clip 1 – 00:16:39 to 00:20:01**
Professionalism and being trained
- **Clip 2 – 00:50:45 to 00:54:45**
Her own business, customizing her Vertical Harvest employment, training Kyle



CASE STUDY 3 ZAC — THE VALUE OF WORK

- **Clip 1 – 00:27:13 to 00:28:29**
Past work experience, confidence
- **Clip 2 – 00:45:22 to 00:47:05**
Employment first, making deliveries



CASE STUDY 2 KYLE — OVERCOMING BIAS

- **Clip 1 – 00:40:23 to 00:40:58**
Marni's assumptions
- **Clip 2 – 01:01:04 to 01:02:10**
Kyle cooks
- **Clip 3 – 01:03:05 to 01:04:14**
Customized employment, leadership



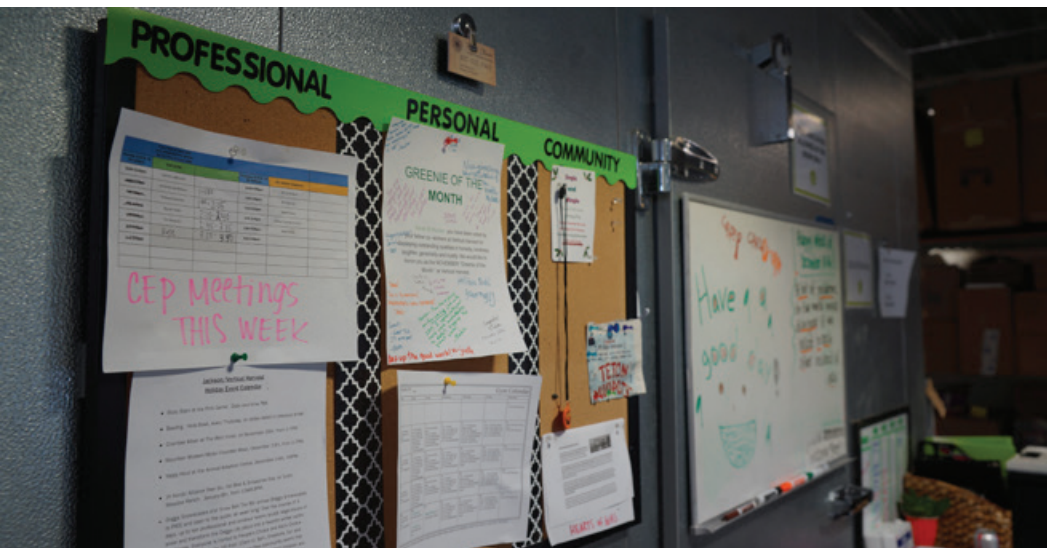
CASE STUDY 4 STARTING UP WITH A NEW TECHNOLOGY

- **Clip 1 – 00:08:54 to 00:09:26**
Greenhouse technology
- **Clip 2 – 00:29:26 to 00:31:06**
Heat and fungus
- **Clip 3 – 00:59:36 to 01:00:24**
We are now a whole farm



CASE STUDY 5 BALANCING BUSINESS AND A SOCIAL MISSION

- **Clip 1 – 00:09:27 to 00:10:15**
Start-up model
- **Clip 2 – 00:37:45 to 00:39:01**
“Go Big or Go Home”
- **Clip 3 – 00:48:48 to 00:50:37**
Meeting with the Culinary Circle
- **Clip 4 – 01:04:15 to 01:04:55**
Achieving two goals at the same time



HANDOUT 1: MYCAH TRANSCRIPT

Clip 1 – 00:16:39 to 00:20:01

Jill: Hi, Miss Mycah. How are ya?

Mycah: Hey, I'm good. What about you, Jill?

Jill: Did you – is this your design?

Mycah: No.

Jill: Oh, just a nice hat.

Mycah: I wish, but no.

Jill: Nice. Hairnet!

Mycah: I have a hat on.

Jill: Hairnet. You have to do a hair net under your hat.

Mycah: No.

Jill: It's the rules, Miss Mycah. You ready?

Mycah: Um, hang on, I need to log in.

Jill: I'll help you so you're cute. I know you wanna be cute...

Mycah: I do, thank you.

Jill: for the public, I know that's important to you.

CLIP 1 KEY CHARACTERS

Mycah Miller
Employee



Jill Quinlan
Job Support



Caroline Croft Estay
HR Director



Joelle Lazzareschi
Educational
Coordinator