

# Fresh from the Garden



## AUGUST EVENTS

### Food Truck Employee Recognition

August 7  
Clinton Township  
11am-1pm  
Eastpointe  
2pm-4pm

### Employee Appreciation Discount Day

August 13  
Enjoy 50% Off

### Employee Appreciation Discount Day

August 14  
Enjoy 50% Off

### Employee Appreciation Discount Day

August 27  
Enjoy 50% Off

### Employee Appreciation Discount Day

August 28  
Enjoy 50% Off



## OBSERVATIONS *The Customer Experience*

by John Darin, President



To say we live in interesting times is an understatement. Things are not normal. During this time, we must adjust our behaviors, working together to get through it. That includes how we interact with customers.

English Gardens' core values and expectations have endured for many years. Some processes were adapted to respond to the COVID climate, but our goal remains the same: To provide the best value and finest quality products and services, in a family atmosphere that is a fun and rewarding place to shop, work and do business.

### Start with patience, kindness, and understanding

We are undoubtedly doing everything we can to address each customer's needs and help them find what they are looking for in the safest way possible.

### Greet customers upon entry

Like many of you, I've learned to see a customer's smile behind the mask, in their eyes. Masks have made a smile something we cannot share openly, but your warm and genuine acknowledgment is still greatly appreciated. Make sure to make eye contact with your customer and tailor your approach so that it is sincere.

### Thank customers at exit

Thank our customers for shopping with us and invite them back to our stores. If they didn't find what they were looking for, capture that information. What else can we do to save the sale so they don't need to go elsewhere?

### Getting through this together

There have been pandemics throughout history. Each time, we've adapted and survived. Let's recognize the unique period we're in, take a breath, and work our way through it together.

I want to thank every one of you on the way you have handled the customer shopping experience. I've never been prouder of our brand and our company. You should be proud of your actions servicing our customers.

Let's continue to create a positive, enjoyable shopping trip for everyone to keep them coming back to English Gardens for many more years!

*John Darin*



# Tell Us About It

**Clinton Township**- Lori is an awesome sales associate! Emma was also very helpful.

**West Bloomfield**- The store looked great & I bought a bunch of plants and gardening supplies. I very much appreciate your store taking the extra precautions and requiring masks. As a physician, I can't stress enough to people the importance of wearing a mask, physical distancing & increased hand washing and cleaning in order to limit spread of COVID. Sadly, during my store visit a customer came in with no mask on and got very hostile and was very rude to your staff when he was asked to comply with wearing a mask. So, I just wanted

to say that your staff was great with enforcing the policy & they were very professional and appropriate with how they handled that customer. I hope the store continues to enforce a policy requiring masks and recommended physical distancing.

**Royal Oak**- Kevin D. was super helpful and his knowledge exceeded expectations!

**Eastpointe**- This place is absolutely beautiful. Kind and knowledgeable staff, ready to go the extra mile for you!

**Dearborn Heights**- A very nice employee was sanitizing carts. It wasn't too crowded, everyone had masks on and social distanced. Plus, the staff is very helpful. It was calming to walk among the plants and flowers.

**Plymouth**- There was a giant section of perennials. We had plenty of choices. The staff was very helpful. The line at checkout was guided by footprints on the floor ensuring appropriate social distancing. A good experience, our garden thanks them!



## EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	Location
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### MANAGERS:

13	Jodi Ghedotte	WB
12	Paul Soulsby	RO

### ASSOCIATES:

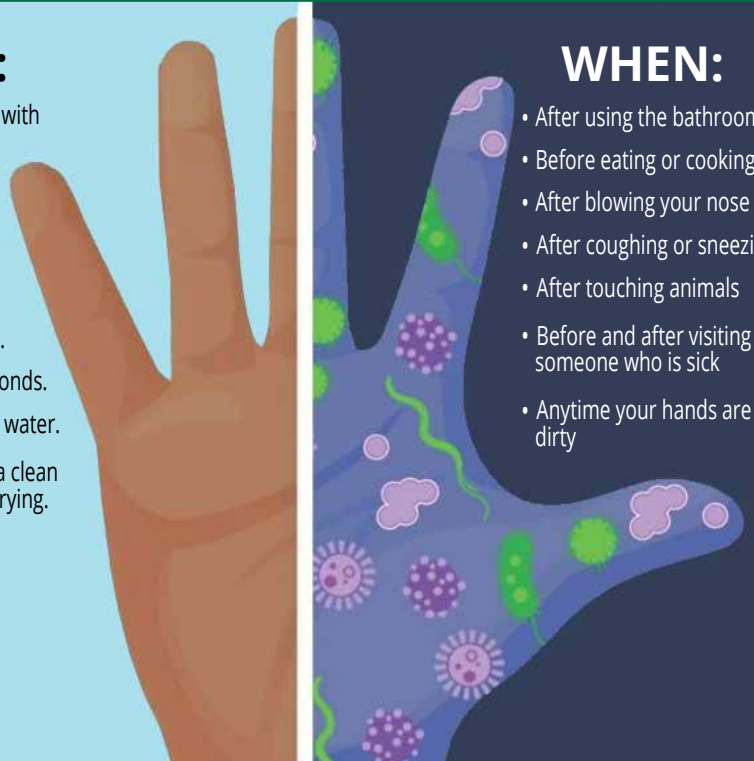
28	Wendy Stolzenfeld	RO
7	Sandra Szparaga	RO
3	Jaxon Malcolm	EP
2	Lori Tempest	CT
2	Marianne Slaughter	EP
2	Amy Crank	MO
1	Megan Black	RO
1	Patrick Endres	PNLC
1	Heather Lemoine	PNLC
1	Beth Webster	RO

## SAFETY *It's Everyone's Business*

# Your hands carry germs you can't see.

### HOW:

1. Wet your hands with soap and water.
2. Soap them up.
3. Scrub them front and back, between your fingers and under your nails.
4. Scrub for 20 seconds.
5. Rinse with clean water.
6. Dry hands with a clean towel or by air drying.
7. Repeat often.



### WHEN:

- After using the bathroom
- Before eating or cooking
- After blowing your nose
- After coughing or sneezing
- After touching animals
- Before and after visiting someone who is sick
- Anytime your hands are dirty

## You can stop them from spreading. Wash Your Hands!



Health & Wellness  
603-862-9355 · [unh.edu/health](http://unh.edu/health) · @UHHHealth



[www.cdc.gov/handwashing](http://www.cdc.gov/handwashing)



# 8 garden design tips for customers and staff

*These strategies will give both shoppers and employees a foundation in good landscaping principles.*

*These strategies can be helpful when working with customers who are looking for tips on designing their landscapes.*

## **1. Size matters, and it will grow**

A landscape won't look its best if the shrubs and trees need to be constantly cut back in an ever-futile effort to keep them small. Similarly, if some plants grow so large that they smother others or block windows or walkways, this can tend to look unkempt or poorly designed.

Find out how large the plants chosen will grow and space them accordingly. Assume that most shrubs and trees grow larger than what's listed on labels. If the newly planted landscape looks bare because the plants are appropriately spaced, use perennials, annuals or objects such as birdbaths to fill spaces while the larger plants grow. Perennials and garden ornaments can be moved as shrubs grow larger.

## **2. Match plants to the amount of sunlight**

Using the right plant in the right place is one of the first rules of good garden design. Beautiful landscapes contain plants that are thriving, so choose varieties known to prosper in your location.

## **3. Use a variety of foliage colors and textures**

Most people tend to focus on flowers, but a good garden designer looks at foliage first. Many plantings look boring because most of the plants have tiny green leaves. Aim to have a variety of leaf sizes, colors and textures in your garden. For example: place a plant with large green leaves next to one with bluish needles, followed by a shrub with purple or red foliage.

## **4. Plant a mix of evergreens and deciduous plants**

If gardens have a mix of plants that keep their foliage 12 months a year and those that lose leaves in the fall, there will be something of interest through all the seasons.

Evergreens and structures such as stone walls or fences are often called "the bones" of a garden. In the winter, think of these plants and structures as the places where snow will fall. Landscapes with "good bones" are beautiful even when plants lose their leaves or are dormant.



*Balanced landscapes have a mix of foliage colors, textures and evergreens so that the garden still looks beautiful even when plants are not flowering or dormant.*

## **5. Don't go overboard with novelty**

Even if you love topiary, weeping varieties or variegated plants, when these are used to excess, they lose their impact.

## **6. Aim for a range of flowering times**

Choose plants that flower at different times throughout the year so that something special is happening in all seasons.

## **7. For shrubs, plant some groups and some singles**

If a garden is planted with one of these and one of those, it tends to look like a lineup of "the usual suspects." Good designs have some large groups of a single variety, and other stand-alone specimen plants.

## **8. For perennials and annuals, larger groups are better**

Unless you're planting in a field or meadow style, most flower gardens look best when plants are placed in larger groups. Straight lines of plants are best for formal style gardens, while groups or "puddles" of plants look good in informal plantings.



# *Feed your mind, body and soul the Healthy Way*

Do you have days where it seems like everything goes wrong? You were late for work, your computer stopped working, you spilled coffee on a new shirt, and you even miss an important deadline or appointment.

At the end of the day, you found yourself sitting in front of the television -- with a bag of potato chips, cookies, and a sugary drink in hand. You felt defeated and stressed. So, you turned to unhealthy food, snacks and drinks to help you feel better.

This has happened to almost all of us at some point in our lives. When my day didn't go as planned, or I felt overwhelmed, I would turn to ice cream. And lots of it. Well, it didn't help me feel better. In fact, I felt worst!

Today, I am proud to say that I've learned how to feed my mind, body, and soul -- the healthy way. When everything around me seems to be going wrong, I add "Me Time" to my schedule. This personal time allows me to regroup, breathe, walk,

or just sit alone in silence to meditate and figure things out. This is one of the best and quickest ways to get rid of the clutter in my head and get back on track. It is a great way to nourish your mind, body, and soul.

Studies have shown that taking time to relax and refocus can lead to better health, improved concentration, and the prevention of burnout. In other words, it's important to make time for yourself, even if it's just five minutes at a time. The more attention you give yourself, the happier you are. And the happier you are, the more likely you are to behave in healthy ways. That includes eating healthier, moving more, and maintaining a positive outlook on life.

Things have been tough for us all over the last couple of months. No matter what, always remember to make time to take good care of yourself, first.

- Love, love, love,

*Florine Mark*

## **NEWS** *from the Landscape Company*

### **"Professionals Doing Extraordinary Work"**

The Landscape Company is still staying busy through the summer months. This is still a great time for us to design and install beautiful landscaping. Projects that are designed in the month of August will be installed in September and that's a great month to plant! Please stress this message with potential customers!

We also have started to receive some calls about holiday work. Now is a good time to start thinking about holiday decorating too. Our larger holiday light installation projects will get started up next month. Our schedule fills up quickly, so earlier is better!

Please remember to fill out a lead for any potential customers



### **2020 Spiff Program:**

- \$1,000-\$5,000 = \$10 gift card**
- \$5,000-\$25,000 = \$20 gift card**
- \$25,000-\$50,000 = \$50 gift card**
- \$50,000 & up= \$100 gift card**

*Enjoy the summer, and please continue to tell customers about our award-winning Landscape Company!*

