



JANUARY EVENTS

Employee Discount Days
50% Off

January 12-13 & 26-27

Martin Luther King Jr. Day
January 16



EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	Location
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MANAGERS:

57	Linda Yugovich	MO
43	Rick Vespa	MO
15	Michael Grundman	ACO
4	Amy Goodwin	PN
1	William Gomez	ACO

ASSOCIATES:

19	Sally Miller	RO
9	Arnulfo Diaz-Lopez	LC
4	Suzanne Bazner	PN
4	Pamela DeWitt	ACO
3	James Causey	RO
3	Sally Donley	WB
2	Bernadette Aiello	EP
1	Michael Brand	PN
1	Georgia Beatty	DB



OBSERVATIONS

Happy New Year!

by John Darin, President



What a fantastic 2022 we had here at English Gardens! Not only did we have the 3rd best Christmas season in 68 years, but we had the 3rd best overall sales year in history!

For many, the new year is a time to reflect and reset. Some will even make personal New Year's resolutions around their health and well-being. In a business sense, the new year can also mean coming up with new ways to improve performance metrics, financial goals or customer

and employee satisfaction. All these things are analyzed, discussed, and reviewed with the management team for many months leading up to January. We work on the Business Plan each year with many of these things in mind.

For us at English Gardens, I also think a new year should be a time to reflect on all the wonderful things that the team did and accomplished in the past year. 2022 surely was exceptional!

Dearborn Heights: \$3,019,520 in sales for the year! Way to go team!

West Bloomfield: The WB team coming in at \$5,735,614 in sales! Another amazing year!

Clinton Township: \$5,172,728 in sales! What an awesome achievement CT team!

Eastpointe: Ended the year at \$2,375,685! Way to go EP team!

Royal Oak: Way to go team RO! \$10,985,737 in sales!!

Plymouth: \$5,527,189 in sales for the PN team, truly remarkable!

Landscape: Hit 90% of the signed sales goal for the year; and with the carryover of signed sales from 2021, the LC team was able to reach 99% of their installed sales goal of \$7 million!

Thank you for all of your hard work and commitment during all of 2022. Cheers to you, your health and safety, and to a prosperous new year!

John Darin



ASSOCIATE SPOTLIGHT



Congratulations!

2022 MILESTONE ANNIVERSARIES

5 YEARS

Margaret Thompson CT
Amy Kanakri RO
Eric Stanis PN

15 YEARS

Jodi Ghedotte WB
Greg Gallerini LC

30 YEARS

Jennifer Youngquest MO
Wendy Stolzenfeld RO

10 YEARS

Michael Martens DH
Paul Desrosiers DH
Tracy Campbell WB
Carol Grillo CT
Tyler Vespa RO
Annette Ferris RO
Lauren Rose RO
Sterling Weber LC
Rodney Marshall LC

20 YEARS

Paul Graebert EP

35 YEARS

Michelle Hamilton ACO
Kevin Lowman ACO

25 YEARS

Recina Ward ACO
Karen Sexton ACO

40 YEARS

Bob Walker MO

PROMOTION ANNOUNCEMENT

Effective January 1, 2023, Stephanie Wauldron was promoted to General Manager at Dearborn Heights!

Stephanie started with English Gardens in 2012 as a Sales Associate in the Dearborn Heights location. Since joining the team, she has learned and worked in every department in the store.

Stephanie's dedication, commitment and attention to detail led her on a path to becoming a Manager in Training in multiple departments, a Department Sales Manager, and most recently Operations Manager of the Dearborn Heights location.

Stephanie has used her knowledge and talents to follow a career path at English Gardens that has now led her to this latest promotion.



Stephanie is very excited for this next step in her career path. We all look forward to watching her continue to grow and develop.



Tell Us About It



Clinton Township - Faith E. went above and beyond customer service! She was so kind and patient and helpful. Her knowledge was amazing, and it helped me with my purchase. I will be back because of her awesome work ethic!

West Bloomfield - Tracy helped us with the purchase of 2 artificial trees! She was excellent and gets an A++ from us!

Royal Oak - My husband and I were in the store making a rather large purchase. Steven was very patient answering all our questions. He was extremely helpful! Good representative of your company.

ANNUAL EMPLOYEE RECOGNITION EVENT

This year's Employee Recognition Event, in honor of 2022, will be hosted in the Summer similar to 2022 – **in late July/early August**. We are continuing to keep with an outdoor event, for safety and planning purposes. During the month of January ballot boxes will be placed in every location. A brief description of the eligibility requirements for each award will be listed on your ballot forms, for all teams to nominate the following:

2022 John Darin, Sr.
Manager of the Year

2022 Henry Vespa
Associate of the Year

2022 Customer Service
and Engagement
Superstar of the Year
One winner awarded per store.

ALL THE POSSIBILITIES

I love celebrating the new year!
With each new year comes endless possibilities... a fresh start, a blank slate.

This is the time of year where I evaluate what is important to me and what I want to change. I find sitting down and making a list helps me move forward to make the changes I want to achieve in my life.

I know that change can be hard but I have found that when I embrace change, there have been many wonderful outcomes. I believe many of these outcomes may not have happened if I didn't take the time to think about what is really important to me.

I hope you will take the time to think about what is important to you, because you can only be your best when you take care of yourself first. Eat healthy, move your body, laugh and most importantly, make goals achievable and be patient with yourself... you are worth it.

Love, love, love, Florine

In May 2021, Florine Mark sold her Weight Watchers franchise in Michigan and Ontario. She continues to write her monthly column for our newsletter as a Wellness influencer, Author, Motivational Speaker, and Podcast Host. Connect with her at: FlorineMark.com.

SELL FOR SUCCESS

house plant *Sales*



House plant sales continue to be very strong, and the industry is still poised to see growth in 2023! With the holidays over and everyone's Christmas decorations put away, our customers are anxious to get their homes in order and make a few décor changes as more people will be spending time indoors, customers will be coming into our stores to purchase house plants!

Here are some *Winter House Plant Care Tips* to keep in mind and to share with your customers:

- Plants usually require less watering in the winter months because they experience a slower rate of growth
- The top of the soil will dry out quicker in the winter, so it is best to stick your finger further into the soil. If the first inch is dry, it is probably time for water
- Use room temperature water to avoid shocking your plant
- Keep plants away from vents and cold windowsills
- Plants require more humidity in the winter. A humidifier is ideal, but when is not available, group plants together as they naturally release water through their foliage by transpiring, so grouping will put that moisture to good use. A humidity tray used with pebbles is another solution
- Plants may need to be relocated to a brighter spot in the home due to fewer hours of sunlight
- Rotate plants toward the light when you do water the plant to get sun evenly
- Fertilize if there is active new growth
- Wait until Spring to re-pot
- Wipe foliage with damp cloth to remove dust

January House Plant Promotional Schedule:

- **1-1-2023 thru 1-30-2023:** 2.0 & 3.0 & 3.5 Succulents – Cactus – Fairy Gardening & Foliage Buy 1 Get 2nd 50% Off. Mix and Match
- **1-1-2023 thru 1-30-2023:** Chinese New Year – Bonsai, Lucky Bamboo & Money Trees 20% Off
- **1-1-2023 thru 1-30-2023:** 10-inch House Plants (Floor) 20% Off