

December 2021

Fresh from the Garden



DECEMBER EVENTS

Employee Discount Day 50% Off

December 2, 3, 16, 17, 30 & 31

First Day of Winter

December 21

Christmas Eve

December 24

Stores Open: 9am to 5pm

Christmas Day

December 25

Stores Closed

Kwanzaa

December 26

New Year's Eve

December 31

Stores Open: 9am to 5pm



OBSERVATIONS

Enjoy the Season

by John Darin, President



Can you believe 2021 is coming to an end? I hope you look back on this year and focus on all the positive achievements that took place, all the hurdles that were jumped over with ease and success, the wonderful moments that you and your teams created with each other and the customers of English Gardens. For all of this, I thank you!

Customers have been shopping us since early in the season and are excited for the product assortment and selection we still have to offer. Are you ready to assist them this holiday season, with all the knowledge from Holiday Preview training and the Christmas product success cards?

All year round, English Gardens team delivers exceptional service by finding solutions to any and all customer issues and their project needs. This month, customers will also be wrapping up their last-minute gift giving. So have some fun creating gift collections and fun themed baskets to ease their minds and help them check gift recipients off their list.

In your interactions, make our customers feel special about shopping with us by wishing everyone a hearty Merry Christmas and Happy New Year. And be sure to say: ***Thank you for shopping with us!*** A simple message puts everyone in the holiday spirit.

Thank you for your continued efforts to ensure another successful selling season.

Merry Christmas to all!

I wish you and your family a wonderful, healthy and happy holiday!

EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	Location
------------------	---------------	----------

MANAGERS:

6	Danielle Roffe	CT
4	Eric Stanis	PN

ASSOCIATES:

7	Carmelo Andrade	LC
6	Julie Cronenwett	MO
6	Juan Esparza	LC
4	Rachel Bisaro	PN
3	Pamela Iverson	WB
2	Barbara Barbaza	EP
2	Edward Frank	RO



Congratulations to Wendy Stolzenfeld and Amy Kanakri

The tree they decorated for English Gardens at Festival of Trees won the Diamond award for full-size trees at this year's event. The tree will be going to MGM Casino in Detroit.

Thanks Wendy and Amy for decorating the tree; as well as Sean and Team Royal Oak for getting all the products pulled and delivered to the Festival of Trees. Thanks to Jennifer and the marketing team for coordinating all the details. Thanks to all the buyers involved.

English Gardens has been a sponsor of Festival of Trees since its inception more than 30 years ago. This year, English Gardens donated 60 pre-lit trees all decorated by designers, wall calendars, gift bags, tissue paper, and light-up necklaces for the volunteers. Plus, we're donating \$10,000 – a portion of our sales from Christmas Open House.

Sima Haghpassand from the Plymouth store proves that passion for any product can help you sell it.

Sima pictured at right with her favorite item, the Twerking Dog.

She sold 10 in one weekend!!!

Over \$300 in add-on sales, just by having some fun with her customers.



Get to Know Your EG Team - **Kevin Reich** Crew Leader, Plymouth Landscape

Each month a member of the team will be featured here. They will share Five Fun Facts about themselves, that others may not know. Nothing better than getting the Inside Scoop on the talented individuals on our teams!!

1. I have been employed with English Gardens for just over a year. When starting at EG I had no previous experience. Everyone here has helped me learn and pick up on new processes that I take home and even use on my own house.
2. For the past 3 months, I have been working in downtown Royal Oak putting up Christmas lights with the team. One thing I enjoy about this particular job is being able to see how excited the people on the street are for Christmas, even in August!
3. Even though I am full time here, I also attend Eastern Michigan University. Earning my Masters in Social work.
4. I bought a motorcycle without ever riding one before.
5. One thing I love about English Gardens is how sincere everyone is, not only that but when work is put in, it does not go unnoticed.



Tell Us About It



Clinton Township- Cathy P was very helpful at the store! She did a beautiful presentation on the flowers and gifts.

Dearborn Heights- Thank you to the team for not giving up on fixing my fountain!

Plymouth- I would like to acknowledge Jill S. I showed her a picture of the plant I was looking for, she immediately identified it, showed me where to find it and provided excellent information on its care!

West Bloomfield- I just want to say I love English Gardens in West Bloomfield! Best customer service and everyone is so helpful and always greeting to customers when I go in early in the morning before I have my coffee. Always a good, pleasant feeling when I leave the store.

Royal Oak- Every visit to EG is a pleasure! The staff is knowledgeable and friendly. The products are fantastic!

English Gardens **TOP 10** Best Gift Giving Items for 2021

Talk to your customers about these amazing items to fulfill the wish list of all of their loved ones this Christmas!

1. Gift Gardens: Unique, custom-made pieces that are the perfect gift for anyone on your list! These living, lasting gifts can be enjoyed for a very long time. This category is the most profitable & important flowering plant category for the holidays!

2. Socks, Slippers & PJs too: We sell such cozy socks, slippers and pajamas! A lot of our PJs come in great packaging for stocking stuffers. The World's Softest Socks make a great gift for anyone on your list. We also have some silly ones from Blue Q that are guaranteed to make you giggle!

3. Plants for the New Plant Parent: Is someone on your gift list coming home after their first semester of college? Give them some greenery to take back to the dorm. A snake plant (Sansevieria) or ZZ plant (Zamioculcas zamiifolia) along with a colorful plastic watering can and a package of fertilizer are perfect for greening up their living space. And it just might be the start of a life-long passion for indoor plants.

4. Wearables: Scarves and Gloves are a fan favorite for this gift giving holiday. Some of our best brands are Jenna Kator (Michigan native owned brand) and Joy Susan. Shiraleah is a great new line of scarfs, socks, capes and throws. Our brands are high quality but we are able to retail them at reasonable price points. Our brands cater to all age categories and are fashion forward in order to also cater to the younger generation.

5. Food: Everyone loves food! Create a special night in with our cocktail mixers, garnishes, popcorn and gourmet nuts. Or bake something special with our yummy bakery styled mixes, or buy our ready to eat bakery style cookies. When in doubt-reach for chocolate, available in all of our locations!

6. Wind Chimes & Gazing Globes: Perfect gifts for gardeners! They come boxed for easy gift wrapping!

7. Mantra Bands: A line of uplifting bracelets which promote an optimistic and mindful lifestyle. Also, a perfect cash and carry item for add on sales.

8. Michigan & Detroit Themed Products: Many people shop for their hard to buy for friend, neighbor, relative with these items. We have an awesome collection of barware, t-shirts, cookie cutters and more to offer in all of our stores.

9. Gifts for New Vegetable Growers: So many people turned to growing edibles in the past two years. Encourage them to continue expanding their horizons with the gift of unusual seeds, attractive plant supports for pole beans or cucumbers, or soaker hoses with timers that make watering easy. Don't forget to tell gift-givers that you would be happy to assemble a gift basket of the best organic problem-solvers as well.

10. Flower Arrangements, of course! Order online @ <https://onlineflorist.englishgardens.com/> Custom orders taken or grab & go arrangements available in store.



St. Ives Christmas
EG-52021 \$79.99



Berry Bouquet
EG-12021 \$129.99



Welcome Home EG-62021 \$139.99

Landscape Company Lights up the Town!



The Mall at Partridge Creek:

Features 324,500 lights and includes 4 giant Christmas trees.

We have been lighting the Mall for 15 years! Landscape Designer, Jamey Gutierrez and crew leader, Arnulfo Diaz, have been working on the project since the very beginning.



The Village of Rochester Hills:

Designers Stephanie VanHaverbeck and Carolyn Berwick worked with their team to create this magical scene. Team members for install include Ernesto, Alex, Juan A, Juan E and Pedro. Supervisor was Rod Marshall. Colors on the project are a custom pink, purple and warm white twinkle mix. The perimeter trees are an emerald green.



Bring Joy Into Your Life and Others

Joy is defined as "a feeling of great pleasure and happiness."

During the holidays, I am especially aware of all the wonderful people and experiences that bring me joy. Being with the people I love, and celebrating the holidays together is my greatest joy and seeing the pleasures they feel fills my heart with happiness.

I believe when we are fortunate to feel content and happy in our life, we should pay it forward.

For me, I have found there are many ways to do this:

- Give a compliment
- Smiling at someone
- Write a thank you
- Spend time with someone
- Help someone out
- Donate a gift

When I am speaking to groups about being the best you can, I never forget to mention the importance of volunteering your time. If you truly want to make an impact, find a cause or organization you care about that you can get involved with. Volunteer your time, energy and talents to make a difference and bring joy to others in your community.

Love, Love, Love,
Florine

In April 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