

April 2022



# Fresh from the Garden



## APRIL EVENTS

**Employee Discount Days**  
**50% Off**  
April 7 & 8

**Easter Sunday**  
April 17

**Employee Discount Days**  
**50% Off**  
April 21 & 22

**Earth Day**  
April 22

**Administrative Professionals Day**  
April 27

**Arbor Day**  
April 29



## Swing into Spring with Exceptional Customer Service

by John Darin, President



**April showers come your way, to bring the flowers that bloom in May!** Spring is here and our customers are excited to enter the stores and see what English Gardens has to offer for all their lawn, garden, lifestyle, and décor needs.

As the customer traffic increases, and plant material is coming in faster than ever, always remember our Customer Experience Standards and Expectations.

**Passionate People** — That is each and every one of you! You really are what makes this company so successful. And if you happen to know someone who enjoys working with people and plants, we also have an awesome \$200 referral bonus for those that you attract to the team.

**Plant Maintenance** — This is what we do! Our teams spend a lot of their time watering, pruning, and caring for all the varieties of plants coming into our stores daily. All associates must be aware of What Good Looks Like regarding plant maintenance. New and existing associates should be Spring season ready with Pocket Guides and Success Training under their belts!

**Efficient Operations** — Remember to put everything where it goes the first time. Making good decisions when product comes in the door prevents you from having to touch things a second time. This also means the aisles are free of racks and pallets of merchandise. Customers should be able to see all the way to the end of an aisle without obstruction and move freely down the aisle even when crowded with other customers. Efficient operations are better for you and our customers!

**Merchandising** — Now is the time to shine in all departments. Use your attractive displays to invite the customer to explore a new category we offer this year or browse through new products that are fun and exciting, in stock for Spring. This also applies to vendor catalogs and service pamphlets that should be readily available for the customer to leave with, to ensure their return; or their success on the project they are tackling in their yard and garden.

**Customer Service** — This is the center of it all! We can be amazing at all the above, but if we Don't Engage and Educate our customers, we risk losing them to the competition. Customers come to English Gardens looking forward to working with our knowledgeable staff of well-trained service professionals. Let's be ready to make their shopping experience one that will bring them back again and again!

**Thank you for all your hard work!**  
**I look forward to a successful Spring!**



# Associate Spotlight



## Welcome to the Team!

### EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	Location
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#### MANAGERS:

56	John Darin	MO
43	John VanHouten	CT
22	Jill Clissold	WB
20	Paul Graebert	EP
16	Gregory Pizzino	PN
14	Becky Abercrombie	ACO
9	Margaret Gallagher	MO
4	John Darin	PN
4	Marie Goforth	WB
4	Nicole Phillips	ACO
3	Dan Miller	ACO

#### ASSOCIATES:

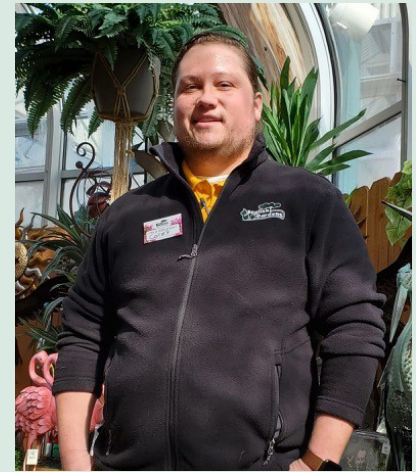
18	Jamey Gutierrez	LC
12	Daniel Lemanski	CT
9	Carolyn Berwick	LC
8	Ciara Forbers	RO
8	April Braden	RO
7	Sara Earl	RO
7	Carol Wilkinson	DB
7	Elisabeth Johnson	EP
6	Margaret Hammond	EP
5	Amy Kanakri	RO
4	Tuesday Green	WB
3	Jarod Fritchman	LC
3	Alyssa Kroll	PN
2	Debra Denson	RO
2	Annette Kraus	PN
1	Stephen Cowell	LC
1	Julie Diaz	ACO
1	Cynthia Kraus	CT
1	Elizabeth Manuszak	CT
1	Vanessa Noble	PN
1	Tyler Thorne	LC
1	Ethan Tunison	PN

#### Corey Hubbard Manager in Training, Clinton Twp.

Corey was previously working in the customer service department for Suburban Ford. He prides himself on being able to reduce stress and calm customers down when there are issues, as well as driving motivation across the teams he works with. Up until 2015, he owned and operated a landscaping business with a business partner. He has knowledge about our products and is eager to learn even more. Corey is excited to join English Gardens for a long-term career path and looks forward to working with all the exceptional leaders on our existing team!

#### Five fun facts about Corey:

1. I have a pug named Mr. Wilson and he's my Best Friend!!
2. I practically live out of my sailboat for half the year!!
3. I'm a huge Nerd. I like Star Wars / Star Trek basically anything space!
4. I got my pilots license when I was younger and enjoy flying when I can!
5. When I retire, I would like to live aboard my sailboat full time and sail to the Caribbean!



#### Michael Schomber Operations Manager, West Bloomfield

Mike graduated from Ferris State University with a degree in Marketing and Communications. He previously worked at Aldi as Assistant Manager for the last 9 years. Mike has a huge garden at home, and loves everything about customer service, which attracted him to English Gardens. He enjoys camping in the Summer with his family and looks forward to working outside! Mike is excited for a career with English Gardens and cannot wait to meet all of the amazing talent on our teams.

#### Five fun facts about Mike:

1. I love to garden. I grow a little bit of everything and currently grow 285 varieties of the world's hottest peppers.
2. I have a beautiful girlfriend with 3 amazing kids that all have the initials M.M.S.
3. I absolutely love being out in the woods walking around and hunting. *(On a side note, my newest son was born on opening day of gun season lol.)*
4. I have a Bachelor's degree in Advertising, Marketing, and Communications from Ferris State University.
5. I love to travel and explore new places. My girlfriend and I are currently trying to visit every state to see what all they have to offer.





# REFER A FRIEND *Earn Cash*

## RETAIL STORES Referral **BONUS** Program

The **BONUS** Program is as easy as 1-2-3!

1. Refer a **NEW** employee to English Gardens retail stores.
2. That person is hired and works **30 DAYS**.
3. YOU RECEIVE **\$200!**

That's it! It's that **EASY!**

## LANDSCAPE COMPANY Referral **BONUS** Program

### **\$500 BONUS**

- Refer a NEW employee to the Landscape Company
- That person is hired & works 60 days
- You receive a \$500 bonus

### **ADDITIONAL BONUS up to \$3,000!\*\***

- You receive an additional bonus after the new employee works 120 days (4 months)
- This bonus is paid in 8 monthly increments, starting after the 120-day period

**\*\*QUALIFICATIONS FOR BONUS PAYOUT OF \$3000:** Candidate must be a qualified Landscape Foreman with 5+ years or more experience in the Landscape industry. Both parties must remain employed with English Gardens during the 8-month payout period to receive the additional bonus.

## Tell Us About It

**Clinton Township** - Carol went above and beyond in helping me find a houseplant! Her patience and kindness were wonderful! It's hard to find good customer service. I will be back!

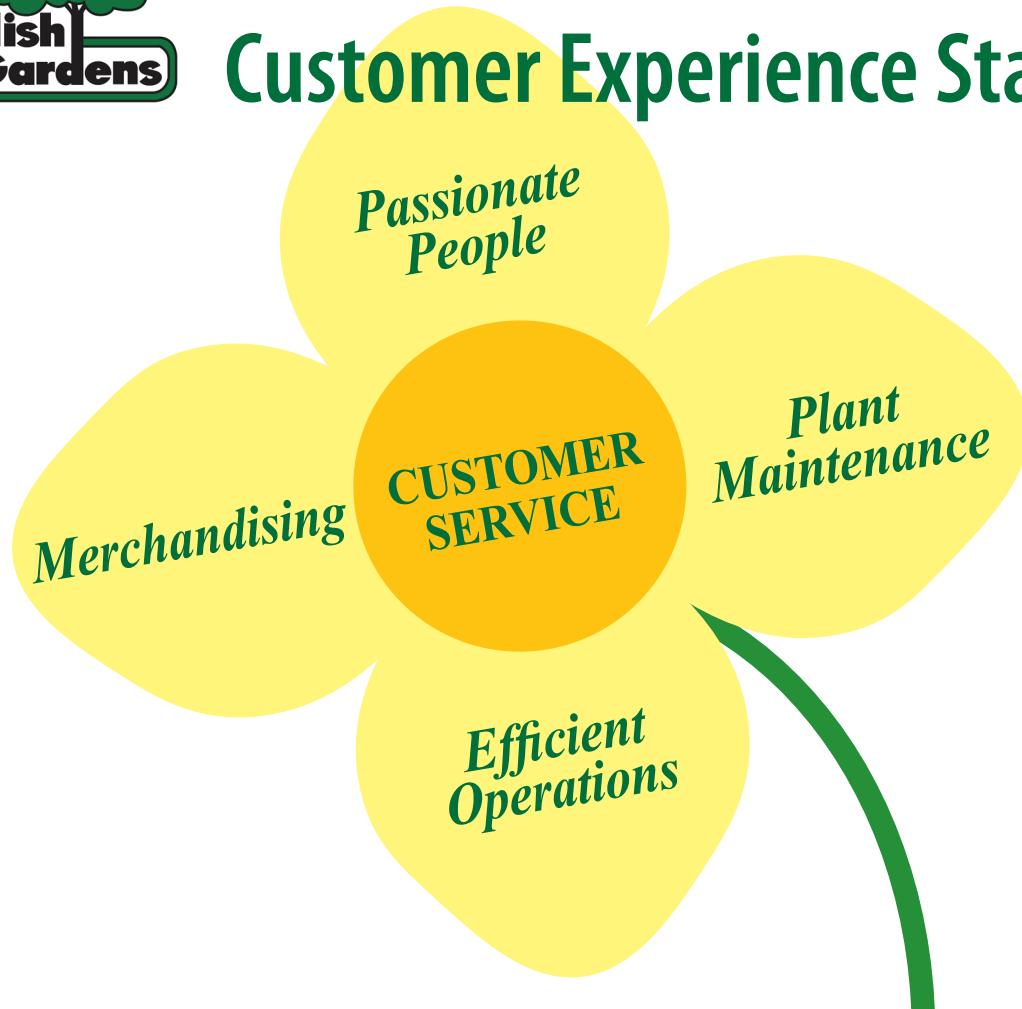
**West Bloomfield** - Andy made sure my plants were secured. Marie secured my plants in my vehicle safely. Thank you!

**Royal Oak** - I stopped in the store to discuss and ended up talking to Tyler for a few minutes about my lawn consult. He was awesome to talk with. Super knowledgeable and friendly. Made for a great experience!

**Plymouth** - Kudos to 3 of your employees today for going above and beyond in service: Karen, Tally, and Amy. Karen spent 15-20 minutes with me on the phone answering a boatload of questions on your apple trees: tree sizes, tree guarantees, tree flowering times, planting and delivery services, etc - on and on. I didn't realize the order in which I asked the questions would have her running between the gardens and the store, but she was consistently pleasant, and complete with information - and I was well prepared for a visit to the store. The service was just as exceptional when I got to the store. Amy helped me in the gardens pick out the best trees in each variety, walk through the contract, answer my questions, and ring up the sale - lots to record! Amy noted because it was early in the season that it would take her a bit of time to list and record all of the components of the order correctly. Here comes Tally! Amy and Tally were quite the tag team at the cash register - sounded like it was quite a complicated transaction! Tally clearly knew all of the ins and outs of the system, and between them, everything was recorded - including using gift cards, and opening a new Garden Club account for me to save bucks! Every company should be so lucky to have such pleasant and knowledgeable employees. The customer experience was supreme start to finish!



# Customer Experience Standards



*Excellent Service Grows Solid Customer Relationships*

**PRIORITIES: #1. Customer #2. Everything Else**

## *Spring Is Here!*

Spring is such a wonderful and joyful season. It is often described as a time of rebirth, renewal and awakening.

While nature starts to revive and reinvigorate after the cold winter why not take charge of YOUR health which contributes to your overall well-being.

Nutrition is a major factor in our health. What we eat can increase or decrease our risk factors for disease and injury. Most studies agree that including fruits and vegetables, whole grains, lean meats and proteins comprise a healthy diet.

I feel it's important to spread this message in hope that it will make a positive difference for more and more people. Even small positive changes matter.

Here are a few tips to help you refocus and live a healthy lifestyle:

- Load up your plate with lots of vegetables. They are low in calories and high in nutrients
- Choose fruit when you feel you want a sweet treat
- Reduce or eliminate sugary sodas and drinks. Water is a great alternative
- Pay attention to portion sizes
- Get moving. It's a great time to get outdoors!

Start reaping the benefits that come with living a healthy lifestyle. You may even want to go the extra mile and grow your own fruits and vegetables. I know the perfect place to find them.

*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](http://FlorineMark.com).*