

# NEW YEAR'S resolutions

## General Manager Edition

**Matt Borden**- "I'm going to make a resolution to throw out something every day, starting with things that are older than my youngest associate". For samples of what he is tossing or if you want to reminisce, email Matt directly.

**Jodi Ghedotte**- "Appreciation: I want to make sure that I continue to recognize the efforts of others so that they love their job and our community as much as I do. Everyone's needs are not the same so I'm continually working to identify what everyone needs and meet them where they are so that I can challenge them to be their best".

**John VanHouten**- "I am going to focus on my physical fitness and weight loss".

**Paul Graebert**- Undecided.

**Sean Matthews**- "Being an active listener. Making myself more available, and putting my tasks aside to be truly in the moment with my team when they come to me with questions or concerns".

**Kim Milewski**- "2020 has been a wild ride for us all. Between trying to keep my family safe and healthy, working, figuring out school for a 9-year-old, daycare for a 4-year-old helping my parents and other loved ones with groceries and other necessities, keeping our dedicated employees engaged, feeling appreciated and important, I may have fallen by the wayside. My New Year's resolution is to try and find ME again. She is somewhere in there. Engaging in more of what makes ME happy, what helps ME to relax and what makes ME feel like I matter and am important".

**Jim Morris**- "I am going to resolve to work on my active listening skills. I tend to get distracted by my phone or computer when I am talking to staff. As a personal goal, I am going to work on getting back to running, I have not been on a run in about 3 months and I miss it. I am setting a goal to run at least 2 times a week and sign up for at least three races: The Crim in Flint, The Brooksie Way in Rochester Hills, and the Growler's Gallop in Detroit".

## Winter Slip, Trip & Fall Safety Tips



It's near that time of season where slips, trips and falls occur at an increasing number.

### Prevention

### Winter Walking

- Wear the proper foot gear.
- Take small steps to keep your center of balance under you.
- Walk slowly and never run on icy ground.
- Keep both hands free for balance, rather than in your pockets.
- Use handrails from start to finish.
- Avoid carrying loads on stairways; or carry loads that you can see over.
- Keep you eyes on where you are going.
- Test potentially slick areas by tapping your foot on them.
- Step - Don't jump from vehicles and equipment.
- Keep walkways clear of debris, water, ice and slippery materials.

One category that frequently results in lost time and affects a considerable number of employees is slips, trips and falls. This subject is particularly important during the winter months when many exterior walking surfaces are wet and/or slippery.

A few simple precautions can help reduce your chances of being injured from a slip and fall.

- Use floor mats to remove moisture from the soles of your shoes upon enter a building.
- Don't allow rain that has collected on your umbrella to be deposited on indoor walking surfaces.
- Avoid inclines and slippery walking surfaces if possible.
- Be aware of your footing and any potential slip, trip or fall hazard that may be present.
- Select appropriate footwear. Remember that no shoe sole material is perfect under all conditions. Shoes soles made of hard plastic or leather and high-heeled shoes are less than ideal, especially during wet weather.
- Report slip, trip and fall hazards.
- Use a handrail where available.

When these helpful hints don't work, and you know you are going to slip, try to reduce your potential injury when falling by:

- Roll with the fall. Try to twist and roll backwards, rather than falling forward.
- Relax as much as possible when you begin to fall.
- Toss the load you are carrying. Protect yourself instead of the objects being carried.

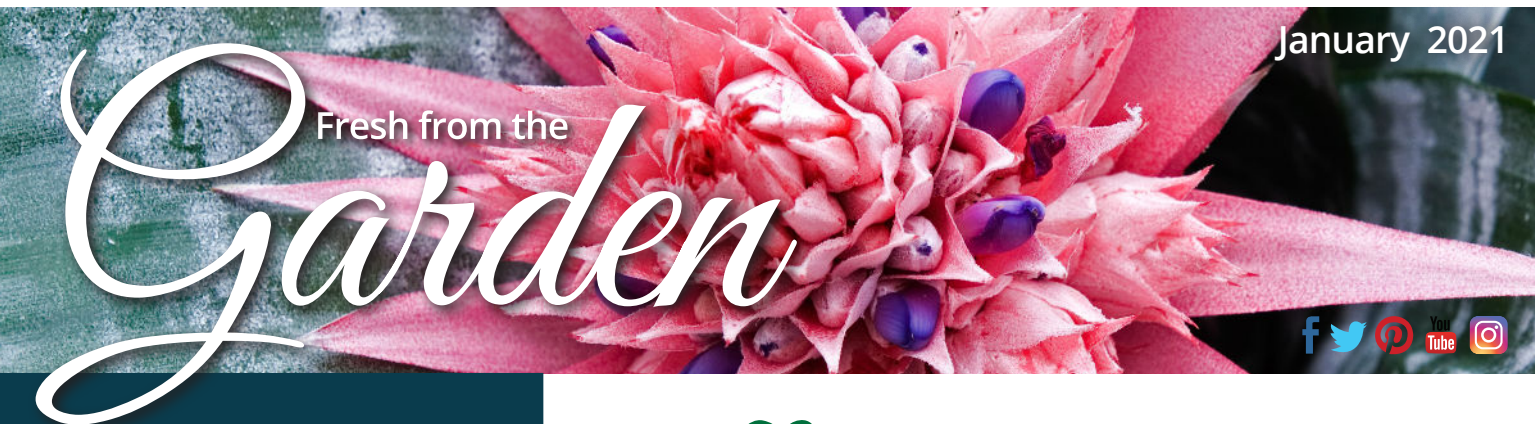


## Congratulations

Congratulations to Jackie Redwood, our floral designer from Clinton Township, on her beautiful baby boy, bundle of joy!!!



Gavin Redwood  
Born 12/8/2020 @ 10:51am  
8 lbs 5 oz  
21" long  
Mom and baby  
are both happy and healthy  
and safe at home



January 2021



## JANUARY EVENTS

**Employee Discount Day 50% Off**  
December 31

**Employee Discount Day 50% Off**  
January 1

**New Year's Day**  
January 1

**Employee Discount Day 50% Off**  
January 14

**Employee Discount Day 50% Off**  
January 15

**Martin Luthur King Jr. Day**  
January 18

**Employee Discount Day 50% Off**  
January 28

**Employee Discount Day 50% Off**  
January 29



## OBSERVATIONS

by John Darin, President



Happy New Year!  
For many, a new year is about resolutions or working on things to change in the upcoming year. In a business sense it can mean reflecting on processes, working toward bettering routines, and coming up with new ways to improve performance metrics, financial goals or customer and employee satisfaction. All of these things are thought through and analyzed, discussed and reviewed with the management team for many months leading up to January.

We work on the Business Plan 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 we did and accomplished in the past year. 2020 surely was something to remember!

**Dearborn Heights:** Reached \$3,423,438 in sales! 23.1% increase to 2019

**West Bloomfield:** Hit \$6,106,729! 16.9% increase to 2019

**Clinton Township:** Hit \$5,143,289! 15% increase to 2019

**Eastpointe:** Reached \$2,664,205 - an all-time record! 37% increase to 2019

**Royal Oak:** Hit \$10,470,323 in sales- Most volume since 2006! 14.3% increase to 2019

**Plymouth:** Reached \$5,247,921- It's a record, and \$1 million more than last year! 22% increase to 2019

**Landscape:** Beat revised goal of installed sales by over \$200k totaling \$5,318,421!!

**Landscape Sales Designers:** Jamey G., Stephanie V., Valerie T. and Brian D. all had record years in signed sales. Jamey and Stephanie sold over \$1 million!

Across the company, English Gardens had over 20 promotions happen in 2020!

Thank you for all of your hard work during the Christmas selling season and the entire 2020 year.

Cheers to you, your safety and health, and to a prosperous new year!

*John Darin*



**“Professionals Doing Extraordinary Work”**

We made it! The holiday rush is over! Let’s all take the time now to enjoy the off season.

Now that we are in January, we will be spending the month taking down the amazing holiday projects we installed both inside and outside. The team did some beautiful work this season under some tough circumstances.

We are starting to work hard on winter projects including planning building renovations, software updates and even starting to work on designs and quotes for spring. It’s a great time to encourage customers to start thinking early about landscaping



The Mall at Partridge Creek set up for photos with Santa

and holiday projects. The design team can spend more time with each customer during this time and customers can then get on the schedule earlier than if they call in spring. Keep talking to customers about our services!



**EMPLOYEE ANNIVERSARIES**



**WELLNESS CORNER**



For many months, we’ve been hearing so much about the importance of social distancing. By now, most of us have a good idea what to do.

If we must leave the house, we are making sure we stand at least six feet from one another. Instead of visiting with family and friends, we are texting, making video calls, doing porch visits, sending emails, and even writing letters.

I love being able to do all of these things, but I also miss being able to see, touch, and talk to everyone daily. At WW, we understand the importance of face-to-face interaction. It’s the cornerstone of everything we do and everything we believe in.

I’m sure you also miss the face-to-face interaction with your coworkers, family, friends, and even the general public. However, there are several ways you can stay connected while being safe during the Covid-19 pandemic.

**Here are some tips I hope you find helpful.**

- 1. Get Fresh Air.** Are you feeling a little cooped-up or need a change in scenery? Try going outside for some fresh air. Weather permitting, take a long walk in your neighborhood. It will allow you to move around while taking in lots of fresh air. Although you may not be able to shake someone’s hand or give a neighbor a hug, a smile or wave is just as good.
- 2. Get Creative in The Kitchen.** Have you ever wished you had more time to prepare healthy meals at home? Well, maybe you do. Go ahead and get creative in the kitchen. You can use the foods, spices, and seasonings already in your kitchen to put together a unique, and delicious meal. Try it! You’ll be amazed by what you can do.
- 3. Stay Connected.** Although we are accustomed to face-to-face interaction, there are many ways we can stay connected to the world around us. Consider embracing the virtual world through apps such as Zoom, Facetime, and Skype. It’s a great way to stay in touch with those around you. In fact, at WW we hold in-person and virtual workshops to help members stay connected every day.

As we work to stay connected, let’s remember that there are so many things we can do to take care of ourselves mentally, physically, and emotionally – right from our homes or wherever we are.

- Love, love, love,  
*Florine Mark*

**How COVID-19 Is Changing People’s Relationships with Houseplants**

Since when did people start naming plants?” The pandemic has spurred a “botanic boom” all over the world. It’s led people to buy, collect, and nurture plants in their condominium units and apartments. An overgrowth of plant photos can be seen all over social media, shared by users of different ages, genders, and geographic and socioeconomic backgrounds.

Humans only give names to people and things that matter to them. Naming plants strengthens our attachment to them. It’s harder to dispose of a plant if you give it a name. It forces you to care for it much better.

Even plant parents who do not give names to their plants often ascribe emotional states to them: Happiness, sadness, anger, fatigue. Such personalization suggests that caring for plants is, at least for some people, much more than a hobby. For these people, plants are not just decorative items to collect and share photos of on Instagram. Nor are they merely stress relievers or slices of “nature.” Instead, these plants are individuals with distinct identities and personalities.



In many ancient civilizations, the practice of maintaining plants as an end in itself—and not to produce food or medicine—started with elites who had access to land, labor, and water. Plant ownership

often signified wealth and power, and invading armies would even take botanical wonders as part of their conquests.

If the pandemic is a moment when a greater number of humans are forced to reckon with a world shared with other life forms, then these newfound intimacies with plants should come as welcome growth.

While the omnipresence of viruses points to the precariousness of all life on Earth, keeping plants as



companions also expands that vision of life, reminding humans that we are not the only beings with the right to exist and thrive. Against the threat of disease and endangerment,

plants, in their diversity and beauty, offer the promise of regeneration and even kinship.

But is this mode of engagement really new? Or is it a throwback to—or a continuation of—the ways that people all over the planet, across different biomes, have long accorded personhood to trees and other nonhuman participants in our worlds?

What has changed, perhaps, is that plants are increasingly indoors, participating in symbiotic relationships based on the “nature” they bring and the “nurture” they exchange with their human companions.

**Tell Us About It**

**Clinton Township-** I was helped by a young man named Connor. He helped me with Christmas lights, showed me how to repair a strand and gave me tips on replacing my pre-lit tree. A wonderful asset for your store!

**West Bloomfield-** Jill and Eric assisted me through the process of finding an arborvitae and plant care info. Bob Walker and group did a great job with the planting!

**Royal Oak-** I came in for tree light maintenance. Becky went out of her way to accommodate me. Outstanding customer service!

**Eastpointe-** I can't say enough about what a pleasure it was to interact with Paul, Kristie and Mary in Eastpointe. I had a special request and thought I was going to have to make some concessions to get it done. Paul was great and went above and beyond

my expectations to grant my request. He was helpful assisting me with my purchases. I can't say enough good things. I am a customer for life.

**Dearborn Heights-** Just wanted you to know that I ordered flowers for a friend at the Dearborn Heights store to be delivered the day before Thanksgiving. The recipients said the flowers were gorgeous and were thrilled to receive them. So, I wanted to say thanks for helping me bring some color and cheer to an otherwise somewhat gray Thanksgiving.

**Plymouth-** I was in pursuit of a head vase planter for a Christmas gift for my friend who collects them and displays them on her porch. I had called 10 other florist businesses to try to find. When I spoke to your employees, they were nothing short of accommodating and friendly. I purchased a planter and you were able to ship to me. You all saved the day!