

# NEWS *from the Landscape Company* "Professionals Doing Extraordinary Work"

The Landscape Company has enjoyed a successful first half of the year. We are definitely busy heading into July. The challenge is to keep momentum going through the Summer months. This can often times be more difficult, as the phones are ringing less, and fewer customers are entering the stores. This is still a great time for us to design and install beautiful landscaping.

Please stress this message with potential customers. Educate our customers that it is not too hot to plant, and inform them that our designers have more time to spend with them on each project. In fact, we commonly produce our best work during this season!

Please remember to fill out a lead for any potential customers.

**2021 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

Our designers will continue to make our weekly store visits throughout the Summer, so please ask them any questions you may have about the Landscape Company.

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

*Be a part of the beauty that surrounds us.*



I was sitting outside to get a breath of fresh air after working all morning in my house. I have always loved being outdoors, whether I'm taking a nice long walk, golfing or playing tennis.

For many years my regular exercise routine was walking outside and I felt so invigorated that I looked forward everyday to that special time. Being so focused on the activity felt great and it was good for my heart, lungs and overall well-being.

For many of us, it may not be realistic finding the time to have a regular exercise routine outdoors. But even finding time to step outside and take a few minutes to really notice all the greenery, flowers and beautiful grass can do wonders for your mindset.

**Did you know:**

- Trees give off oxygen that we need to breathe
- Seeing greenery and nature may help us feel relaxed and calm
- Studies have found spending time in a green environment improves mood and self-esteem

Lastly, spending time in nature is also a great way to practice mindfulness, as it allows you to be present in the moment and clear your mind.

So, enjoy the beautiful scenery that surrounds you and all the wonderful benefits!

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)



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

47	Matthew Borden	DB
39	Robert Walker	MO
29	Jennifer Youngquest	MO
20	Donna Pierce	RO
17	Jim Miller	CT
15	Tally Hayes	PN
12	Kristie Graber	EP
12	Nicholas Banks	WB

**ASSOCIATES:**

22	Judy Darin	DB
9	Tyler Vespa	RO
5	Christopher Scott	CT
2	Ann Taylor	MO
2	Jennifer Kubiak	EP
1	Brandon Laprise	LC
1	Olivia Yost	LC
1	Alexander Johnson	EP
1	Christopher Ellison	RO
1	Kimberly Fischer	RO
1	Lauren Smatana	PN
1	Rachel Sjolander	CT

July 2021



## JULY EVENTS

**Employee Discount Day  
50% Off**

July 1

**Employee Discount Day  
50% Off**

July 2

**Independence Day  
Open 9 am to 5 pm**

July 4

**Employee Discount Day  
50% Off**

July 15

**Employee Discount Day  
50% Off**

July 16

**Employee Discount Day  
50% Off**

July 29

**Employee Discount Day  
50% Off**

July 30



## OBSERVATIONS

Sales Bonus Plan

by John Darin, President



English Gardens celebrated 67 years in business last month! Although processes and procedures may have changed over the decades, the priorities remain the same- offering exceptional customer service through the right product at the right price at the right time. Selling for customers' success is our main responsibility, in order to keep shoppers coming back to our stores, year after year, to accomplish their goals for their yard, home or holiday decor.

People choose where to shop based on the "customer experience." With so many options these days, it is important that English Gardens provides the best service, quality, selection and value for all of our products and services.

Personalizing the experience for each customer will ensure they remember their service and hopefully tell their friends and family as well!

The monthly Sales Bonus Plan was developed to target key ways to enhance the customer experience, boost loyalty and encourage repeat business.

Our monthly Sales Bonus Plan pays into the store bonus bucket:

- \$5 for each full-priced Garden Club membership sold
- \$5 for each valid Landscape Lead
- \$1 for each valid e-mail address
- \$1 for each unique item captured on the Lost Sales Report

It is a great way to add extra money to your pocket and make sure that we are providing an amazing experience for our customers. As with everything we do in English Gardens, it is a team effort that leads to the success of the Sales Bonus Plan. If everyone plays, everyone gets paid.

Thank you for all of your hard work and commitment to customer success!

*John Darin*



## Tell Us About It



**Dearborn Heights-** Stephanie at the Dearborn Heights English Gardens was the best! She went out of her way to help us get what we needed!

**West Bloomfield-** Everything was handled perfectly! I cannot thank Laura and Gracie enough for their help with my patio cushions! It was seamless from beginning to end :-). Kudos to you and English Gardens for EXCELLENT customer service! You're the BEST!

**Plymouth-** Amazing customer service each and every time we shop here. We appreciate how informative

and patient the staff is! We will always be back!

**Clinton Township-** Katrina was extremely helpful, personable and knowledgeable about selecting a plant I wanted to send to a funeral home. Everyone thought the plant was beautiful! Wanted to send a personal message of 'thanks' to Katrina. Please acknowledge her can-do attitude. I really appreciate it!

**Eastpointe-** Elisabeth Johnson at the Eastpointe store was amazing. She was knowledgeable and advised me on products and applications with clarity.

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

### Get Vaccinated – Get \$100



Protect  
Against  
COVID-19.

Safe and effective COVID-19 vaccines are available for free for everyone living in the United States.



## Benefits Corner for Employees



**BEST SUMMER GARDEN**  
ASSOCIATE PHOTO CONTEST

Submit a photo of your favorite spot in your garden for a chance to win a \$100 English Gardens Gift Card!

- Send ONE photo to Amy by July 5 to be entered: [acrank@EnglishGardens.com](mailto:acrank@EnglishGardens.com)
- Photos will be presented to our social media followers to vote on from July 12-16. The photo with the most votes will win!
- Winner will be announced on Monday, July 19.

For contest rules and details, visit: [englishgardens.com/associate-photo-contest/](http://englishgardens.com/associate-photo-contest/)

## Associate Spotlight

Join us in congratulating Merchandise Manager Holly Onkala and her husband Josh, on their new bundle of joy!!

Miss Gracie Louise Onkala was born on Thursday, May 27th at 11:29 pm. She weighed 8 pounds, 15 ounces and was 21.5 inches long. She is happy, healthy and loves to snuggle with her Mom and Dad and dance with them to favorite lullaby versions of David Bowie, Queen, Elton John & the Beatles!!!

The new parents are over the moon and could not be happier! Welcome to the world Gracie!!!



## SELL FOR SUCCESS 5 Tips for Creating a Backyard Oasis

Spend more time outdoors this Summer by creating your own oasis right outside your backdoor. Here are some tips to create a relaxing and tranquil environment to enjoy all Summer long.

### 1. Create privacy

Creating a private space will help set the tone for the rest of your oasis design. Block out neighbors, nearby buildings or streets by using a variety of materials to create a screen. Fencing, planters, and trees can give you privacy if you have a yard or larger space. For smaller spaces like balconies or apartment patios, try using a trellis with vining plants or even curtains to create a private space to enjoy.

### 2. Control pests

Nothing ruins a relaxing day outdoors like uninvited guests. Prevention is key when it comes to stopping mosquitoes from taking over this Summer. Spray mosquito barrier on everything green in your yard including your lawn, trees and shrubs at dusk when they are most active. Remove any areas where standing water accumulates. These are breeding grounds for mosquito larva. Use Mosquito Dunks if you can't remove the water.

You can also use citronella candles, tiki torches and personal protection like bug repellent or Go-clips to keep those pests away.

Plant mosquito repelling plants like citrosa, marigolds, lavender and spearmint throughout your outdoor spaces or plant a mosquito-repelling container garden to help keep them at bay.

### 3. Add a place to relax

The most important part of any outdoor space is creating a place to relax. Choose comfortable seating that will allow you and your guests to stay awhile.



A lounge set is a great option. These cushioned patio sets have thick, comfortable cushions, just like your indoor sofa. Available in a variety of sizes from sectionals to love seats, to armchairs and ottomans, you can find something that fits your space. Add a dining, coffee, or end table to create the perfect entertaining space for any occasion.

Consider adding a dream hammock or egg chair for alternative seating. These comfy additions will have you spending hours kicking back and relaxing.



### 4. Create ambiance

Take your backyard oasis to the next level by getting creative with shelter, lighting and sound. Find the perfect ambiance for relaxing and entertaining, and you'll want to spend all your time outdoors.

Create shade by adding an umbrella. A large cantilever umbrella can protect a large area from the midday sun. With tilting options, rolling bases and LED lighting, these umbrellas are perfect to finish your outdoor space.

For smaller spaces, try a market umbrella. These free-standing umbrellas are great for providing shade for a smaller area.

Add lighting to strategic areas of your yard to maximize the time you can spend outdoors. Add mood lighting with solar-powered bulbs strung over your patio. Rope lighting along a fence or deck railing, candles and tiki torches along the perimeter of your patio, or placing stake lights in container gardens or landscape beds can help create the perfect space and keep your outdoors well after the sun sets.

Amplify the tranquility of your space by adding a water feature. Fountains make a great focal point and provide a relaxing, natural soundtrack.

### 5. Add the finishing touches

Finish off your space by adding the comforts of home. Add throw pillows, rugs, plants and decorative details to create an outdoor space just as cozy and welcoming as your indoor space.

Get creative with outdoor accessories. Use a bold patterned or colored rug to anchor your conversation area. Use complementary throw pillows to tie it all together. Accent your dining or end tables with fun tableware and centerpieces to bring your own unique style to your space.

Finish it off with plants and foliage. Nothing says outdoor oasis like being surrounded by lush tropical plants. Let your houseplants vacation on your patio this Summer and add some living decor to your space. A tropical hibiscus, gardenia or mandevilla vine will add color and fragrance to your oasis.