

NEWS *from the Landscape Company*

The Landscape Company is operating at full capacity this time of year. Leads are coming in rapidly, which is a great sign as homeowners are eager to enhance their outdoor living spaces.

Much of the success can be attributed to a great marketing plan and all the hard work from the store associates spreading the landscape message. We have received about 815 total leads this year, in which 265 of them came directly from the English Gardens Stores. We would like to say "Thank You" for all of you who have discussed the Landscape Company with potential customers, and sent us a lead. We appreciate it very much.

With that being said, we encourage all store associates to continue sending us leads, and we promise to do everything we can to sell a job and get you a Spiff. We typically start to see a decline in leads toward the end of June as school gets out, and our customers begin to take vacations. This is the time that we especially need the store staff to continue promoting the Landscape Company. Please review the following lead procedures, and share this information with any associate who may not be as familiar with the process:

"Professionals Doing Extraordinary Work"



When an inquiry comes in about the landscape services either by phone or in person:

1. Use the consultation forms found on the landscape podium or fill it out on our website.
2. Fill out the consultation form completely, it asks all of the questions Landscape Company needs to correctly process the lead and contact the client.
3. After completing the consultation form on paper, fax it to the Landscape Company at 248-874-1411. If filling out the request online, don't forget to hit submit!
4. If faxing, wait for the confirmation and attach it to the original.
5. Send the original and confirmation to the Landscape Company through inter-office company mail.
6. The lead will then be assigned to a designer and the client will be contacted by the designer to set up an appointment.
7. If the project is sold, a spiff will be awarded to the store employee who took the lead!



Health/Benefits Corner for Employees



This has been a stressful year, no doubt. Your well-being is important. We have an Employee Assistance Program from Magellan Health Care that can help!

This program is free and completely confidential. If you're struggling with any aspect of your life and want to talk with a professional, please use this service.

For a professional consultation, call **1-800-356-7089**.

In a fast-paced world, it's easy to get caught up in the urgent tasks of today, along with worries about tomorrow and regrets of yesterday. However, a hyper-busy brain can cause you to miss the simple pleasures of the present.



EMPLOYEE ANNIVERSARIES

| Years of Service | Employee Name | Location |
|--------------------|--------------------|----------|
| <i>MANAGERS:</i> | | |
| 16 | Chuck Debene | MO |
| 15 | Darrell Youngquest | MO |
| 2 | Joe Young | RO |
| <i>ASSOCIATES:</i> | | |
| 10 | Bryce Stefanic | LC |
| 10 | John McLean | LC |
| 9 | Andonetta Ferris | RO |
| 7 | Rob Morency | ACO |
| 6 | Shelley Sams | RO |
| 5 | Dena Serrato | RO |
| 3 | Noah Bak | WB |
| 1 | Rebecca Bak | WB |
| 1 | Kathryn Benson | WB |



JUNE EVENTS

**Employee Discount Day
50% Off**

June 3

**Employee Discount Day
50% Off**

June 4

**Employee Discount Day
50% Off**

June 17

**Employee Discount Day
50% Off**

June 18

Father's Day

June 20

Pollinator Week

June 21-26

Our 67th Birthday!

June 23



OBSERVATIONS

An Essential Year

by John Darin, President



As we are closing out another awe-inspiring May and look forward to June, it's a perfect time to reflect on where we are at today, post pandemic. As a company, we have changed some things over the last year, to react to the state of the world and better serve our communities but most importantly, keep our teams healthy, safe and well. English Gardens took the challenge of adapting

how we operate. We are grateful for the successes we have achieved.

Store hours changed. With shortened operating hours, we hoped to improve the lifestyle of our staff groups. With stores closing by 7pm, we were trying to aid in better work-life balance.

Associate discount days remained 50% off during designated dates for the entire year. We hope you enjoy beautifying your own home and garden. And the opportunity to purchase the products that you sell so wonderfully to all of our customers.

We had and will continue to look for more fun events- such as the ice cream and food trucks. Movie nights and other suggestions are always welcome. We want you to have fun, you deserve it!

If business continues as it has, there is a strong likelihood we will award bonuses again this year. We want to reward our teams for their efforts and perseverance. We have accomplished what seemed impossible, and continue to see success on so many levels.

I want to THANK YOU ALL from the bottom of my heart for everything you do, day in and day out. You are more than essential; you are exceptional!

John Darin

SAFETY *It's Everyone's Business*

Get Vaccinated – Get \$100

COVID-19 vaccine: It's our turn to roll up our sleeves and get vaccinated!

Remember, English Gardens will give \$100 to you when you submit a copy of your vaccine card.

It's hard to imagine a time when we didn't know COVID-19 existed. Now when people say "virus," we know what they mean. The impact of COVID-19 on our lives, our work, our activities, and our freedom has affected us all.

You've kept our company and industry running through one of the most challenging times in our history. The responsibility is ours, as a community, to help stop this virus. Now we have a new, safe, and effective tool to help us do that—COVID-19 vaccines. It takes everyone.

Getting vaccinated adds one more layer of protection for you, your coworkers, your family, and your loved ones. Here are some things you should know about COVID-19 vaccination:

- All COVID-19 vaccines available in the United States are very effective at preventing the disease.
- The most common side effects are pain in the arm

where you got the shot, feeling tired, headache, body aches, chills, and fever.

- Stopping a pandemic requires using all the tools we have available—wearing masks, social distancing, washing hands frequently, and getting vaccinated.

- We want the pandemic to be over. We want you all to feel safe at work and in your community and to be able to shake hands with your coworkers.

If you have questions, please contact your HR team: Kendra Bleakley at 248-758-8581, or Nicole Phillips at 586-233-5691.

For more information, visit CDC's FAQs web page: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>.



Tell Us About It

Dearborn Heights- Carol W. was very friendly. It was nice to have someone take the time to make eye contact and speak kindly!

West Bloomfield- Julie was my cashier. She was great! Super helpful and wonderful service.

Clinton Township- Cathy and Jim had my flower arrangement ready for pickup and could not have been more helpful! Left detailed care instructions. Great team!

Royal Oak- Lauren at the register was very courteous and kept busy sweeping or what have you when not with a customer. Eric in loading took very good care of me. I wanted you to know how pleasant it was to be around such people.

Plymouth- This past Saturday, we picked up and now have installed the fountain we purchased. We are so pleased with the fine enhancement this fountain has added to the property. Also, impressed with your knowledgeable and helpful staff and the wide range of plant selection.

Landscape- A few of your key employees displayed exemplary performance in executing my recent

landscape project. Carolyn Berwick along with Olivia Yost, her intern, are incredible. From my initial inquiry call to your organization, to the project completion, these two designers listened to my vision and created a landscape plan that is exactly what I wished for but was not able to express to them in any detail. Throughout the entire process Carolyn was always available and she continuously exceeded my expectations regarding timely communication and problem resolution.

Once installation began, Brandon and the team were on site every day. Brandon is very knowledgeable and he led his crew effectively. Brandon has a professional approach to customer service; always willing to stop work for a moment to answer my questions. I would also like to mention the meticulous clean up at the end of each work day which was a pleasant surprise to me.

Everyone involved in this project assured me the ultimate goal of English Gardens was for me to be pleased with my project and I must say I am delighted to call this MY home.

Thank you for a beautiful landscape and a wonderful customer service experience.

SELL FOR SUCCESS Perennials

June is Perennial Month. The perennial department at English Gardens has an extensive variety of plants available.

Perennial Customers

There are several types of customers that you will be serving in this department:



- The customer who wants to start growing perennials but has no prior knowledge.
- The customer who is a novice grower and wants to enlarge their perennial garden.
- The knowledgeable gardener who is looking to add to their collection of perennials and is specific in their selection.

As you work in this department, you will become more and more familiar with the different types and varieties of perennials. There are also very good reference books to refer to if you require additional information on a particular plant or just want to improve your own knowledge.

Perennials Set-Up

The perennial area is typically set up by sun/shade requirements. Usually, plants are marked with their Latin and common names on it, as well as full sun, part shade or shade preference, description of the plant and price.

Pot size varies. The larger the pot, the more space it will fill in the garden, resulting in great customer satisfaction and helps with our short growing season.



Perennial Area Daily Maintenance

The perennial area must look neat and tidy at all times. Do these tasks everyday:

- Tables should be full for displays to look their best. Properly space plants on the table. Fill in spaces as items sell.
- Keep plants clean. Take off any yellowing or decaying foliage regularly during the day.
- Check plants during the day to see if they need water. A hot, sunny or windy day will dry out pots quickly.

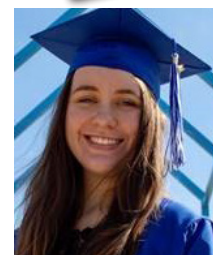
Perennial Care

Customers need to know how often to water, mulch, fertilize and groom their plants.

All flowers need more frequent watering when first planted. Established plants require less water, especially the hardier species. Any method of watering works: a hose, a watering can or a soaker hose. The key is to water thoroughly to encourage deep rooting.



Associate Spotlight Congratulations to our Graduates!



Royal Oak
Olivia Prusinowski
Graduating from Grand Valley State University.



Clinton Township
Rachel Miller
Graduating from Ferndale High School. Attending Grand Valley State University.

Royal Oak
Jaclynn Borg
Graduating from U of D Mercy. Working as a nurse at Troy E.R.



West Bloomfield
Ossian Harris
Graduating from West Bloomfield High School. Playing football for MSU!

Plymouth Nursery
Marie St. Pierre
Graduating from Divine Child High School. Attending Schoolcraft College in the Fall.

Abby Webster
Janelle Karana