

# Fresh from the Garden



## JUNE EVENTS

**Employee Discount Days  
50% Off**

June 2 & 3

**Employee Discount Days  
50% Off**

June 16 & 17

**Ladybug Giveaway**

June 18

**Father's Day**

June 19

**Pollinator Week**

June 20-26

**Our 68th Birthday!**

June 23

**American Flag Giveaway**

June 28

**Employee Discount Days  
50% Off**

June 30 & July 1



## Customer Service is the Key to our Success

by John Darin, President



As we celebrate our 68th anniversary this month, it is a perfect time to reflect on the customer service model that sets us apart from our competitors and keeps customers returning to our stores.

Excellent service grows solid customer relationships. You can be passionate about the industry and the products we sell, water and care for all plants appropriately, run efficient operations- getting products right from the truck to the selling floor, and merchandise everything just right- signing sale items, set beautiful promotional

endcaps, etc. but if you do not service the customers in your stores with the exceptional interactions they have grown to expect, then you cannot truly be successful!

Customers are the reason we have flourished for 68 years. Continue to cultivate these relationships with our customers, every day in everything we do.

**Here are a few tips to remember when interacting with your customers:**

**Greet every customer:** Make eye contact, smile, and say Hello.

**Be visible and available:** Customers shop at different paces, so be ready and available when they are ready to ask questions or make a purchase decision.

**Use the customer's name, whenever you can:** Thank them by name when they checkout. You obtained this information, so personalize the experience with it.

**Be helpful:** If you don't know the answer to a question, find someone who does and listen to the response, so you'll be able to answer that question the next time.

**Be personable:** Our stores are feel-good places. Show new products that just arrived. Be a resource. Give them your business card so they can ask for you the next time they're in the store.

**Capture your customer's information:** Name and email at the very least. This makes returns easier, as well as allows us to communicate with them via email for promotions, upcoming events, and gardening tips.

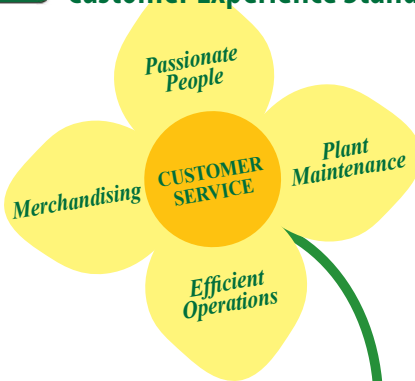
Thank them for shopping with us and invite them back.

**Keep up the great work and thank you for all that you do!**

*John Darin*



## Customer Experience Standards



Excellent Service Grows Solid Customer Relationships

PRIORITIES: #1. Customer #2. Everything Else



# ASSOCIATE SPOTLIGHT



## EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	Location
<b>MANAGERS:</b>		
17	Chuck Debene	MO
16	Darrell Youngquest	MO
<b>ASSOCIATES:</b>		
21	Donna Pierce	RO
11	Bryce Stefanic	LC
11	John McLean	LC
8	Rob Morency	ACO
4	Noah Bak	WB
4	Erin James	DB
1	Aliyah Ashe	RO
1	Rebecca Bak	WB
1	Eric Bowman	WB
1	Holly Galvan	EP
1	David Gruenawald	CT
1	Sima Haghpassand	PN
1	Brennen Vechazone	WB
1	Melissa West	PN

# Get to Know YOUR ENGLISH GARDENS TEAM!

**Bryce Stefanic** Landscape Company

Five fun facts about Bryce:

1. I am a car enthusiast. I currently own 3 cars, 1 truck, and 1 motorcycle.
2. I started here at EG at 18 and plan to further my career for many years to come.
3. At home I have 2 adorable labs, Molly & Lucy.
4. My favorite vacation spot is Pictured Rocks in the UP!
5. I was born on the Ides of March.



## Benefits Corner for Employees

10 ways to lift your spirits

- 1 count your Blessings
- 2 think **POSITIVELY**
- 3 relax & **BREATHE** .....
- 4 **appreciate someone**
- 5 look at the bigger picture
- 6 **create something**
- 7 take a step towards a goal
- 8 have some **fun**
- 9 **LOVE** this very moment
- 10 **SMILE!**

What is mindfulness?

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.

Access your program for ideas on how being more mindful can enhance all aspects of your life.

Call today or log on to [MagellanHealth.com/member](http://MagellanHealth.com/member).

Employee Assistance Program  
For Professional Consultation  
Call 1-800-356-7089  
For TTY Users 1-800-456-4006

Magellan HEALTHCARE

GIVE YOURSELF THE SAME CARE & ATTENTION THAT YOU GIVE TO OTHERS AND WATCH YOURSELF BLOOM



## Tell Us About It



**Dearborn Heights** - My husband passed away 19 years ago today and yesterday I came across a bag of sympathy cards. Inside one was a \$100 gift certificate for English Gardens. I spoke with Gracie via web request, and she graciously connected me to the store. Nick helped me. Thank you both so much!

**West Bloomfield** - Dawn and Jill added immeasurable light, warmth, ease, and efficiency to my purchasing experience! They are priceless assets!

**Clinton Township** - Paula and David went over and above to help me. I appreciate their help, it meant I didn't have to make additional trips to find my product and with the price of gas, I am grateful.

**Eastpointe** - Very beautiful store! This was my first time coming personally but I've received several gifts from here. Very impressive!

**Plymouth** - Jill was very helpful with me and my husband in the purchase of a couple pear trees. We were in and out in no time!

# SAFETY



## Heat-Related Illnesses

Several heat-related illnesses can affect workers. Some of the symptoms are non-specific. This means that when a worker is performing physical labor in a warm environment, any unusual symptom can be a sign of overheating.

Heat-Related Illness	Symptoms and Signs	Heat-Related Illness	Symptoms and Signs
Heat stroke	<ul style="list-style-type: none"><li>Confusion</li><li>Slurred speech</li><li>Unconsciousness</li><li>Seizures</li><li>Heavy sweating or hot, dry skin</li><li>Very high body temperature</li><li>Rapid heart rate</li></ul>	Heat cramps	<ul style="list-style-type: none"><li>Muscle spasms or pain</li><li>Usually in legs, arms, or trunk</li></ul>
		Heat syncope	<ul style="list-style-type: none"><li>Fainting</li><li>Dizziness</li></ul>
		Heat rash	<ul style="list-style-type: none"><li>Clusters of red bumps on skin</li><li>Often appears on neck, upper chest, and skin folds</li></ul>
Heat exhaustion	<ul style="list-style-type: none"><li>Fatigue</li><li>Irritability</li><li>Thirst</li><li>Nausea or vomiting</li><li>Dizziness or lightheadedness</li><li>Heavy sweating</li><li>Elevated body temperature or fast heart rate</li></ul>	Rhabdomyolysis (muscle breakdown)	<ul style="list-style-type: none"><li>Muscle pain</li><li>Dark urine or reduced urine output</li><li>Weakness</li></ul>

Employers and workers should become familiar with the heat symptoms. When any of these symptoms is present, promptly provide first aid. Do not try to diagnose which illness is occurring. Diagnosis is often difficult because

symptoms of multiple heat-related illnesses can occur together. Time is of the essence. These conditions can worsen quickly and result in fatalities. **When in doubt, cool the worker and call 911.**

## First Aid

First aid for heat-related illness involves the following principles:

Take the affected worker to a cooler area (e.g., shade or air conditioning). Cool the worker immediately. Use active cooling techniques such as:

- + Immerse the worker in cold water or an ice bath. Create the ice bath by placing all of the available ice into a large container with water, standard practice in sports. This is the best method to cool workers rapidly in an emergency.
- + Remove outer layers of clothing, especially heavy protective clothing.
- + Place ice or cold wet towels on the head, neck, trunk, armpits, and groin.
- + Use fans to circulate air around the worker.

Never leave a worker with heat-related illness alone. The illness can rapidly become worse. Stay with the worker.

**When in doubt, call 911!**



Confusion, slurred speech, or unconsciousness are signs of heat stroke. When these types of symptoms are present, call 911 immediately and cool the worker with ice or cold water until help arrives.

Workers who are new to working in warm environments are at increased risk of heat-related illness. Especially during a worker's first few days, absolutely all symptoms should be taken seriously. Workers who develop symptoms should be allowed to stop working. They should receive evaluation for possible heat-related illness.

## SELL FOR SUCCESS

# June is *National Perennial Plant Month*



Perennial plants are the backbone of every successful landscape and garden border. They are available in a wide range of sizes, colors, and blooming seasons. Perennials grow and bloom over the spring and summer and then die back every autumn and winter, then return in the spring, bigger and better with every passing season. Typically, they grow from their root stock rather than seeding themselves as an annual plant does. These are known as herbaceous perennials. However, depending on the rigors of local climate, a plant that is a perennial in its native habitat, or in a milder garden, may be treated by a gardener as an annual and planted out every year, from seed, from cuttings or from divisions.

June has been designated National Perennial Plant Month. There are wide selections of perennials that may be planted in June. It is a good time for the gardener to find more mature specimens of favorite summer bloomers at the garden center. It is also a good time to plan and plant a sequential summer perennial display of old-favorites and new cultivars. There are many spectacular flowering performers for the sultry summer season.

Some of the more popular perennial plant categories include Hosta, Daylily, Iris, Echinacea, Peony, Ferns, Grasses, Phlox, Heuchera, Astilbe and many more. Each genus can contain literally thousands of specific varieties. Part of the joy of gardening with perennial plants is discovering new plant introductions from family, friends, and our knowledgeable staff.

Several of our perennial vendors include: Centerton, Northfield Farms, Four Star and Home Nursery.

### *Tips for growing perennials to share with your customers:*

- 1. Planting and spacing:** Perennials can be planted throughout the year but perform best when planted in the spring and fall. Careful attention should be paid to the mature height and spread of each plant. Refer to the care tag on each plant.
- 2. Watering:** Perennials need water to establish them when first planted. Water them deeply two to three times a week after planting. The moist soil will encourage good growth. For the best show of color all summer, don't let up on the watering. After the second or third season they should survive on the strength of seasonal precipitation. Mulching your perennials will help with moisture retention and reduce weeding. Take care not to bury the crowns as that might lead to rot.
- 3. Feed your plants:** You can feed your newly planted perennials as you would an annual. You should feed weekly with a water-soluble fertilizer or add a time-release fertilizer when planting. You'll find traditional or organic fertilizers – either will do the job.
- 4. Finally, perennials can be divided seasonally:** While some varieties have long tap roots, most are clump forming like Hosta, Daylily and most Daisy types such as Echinacea and Rudbeckia. The best time for taking divisions would be early spring and fall. Water well and treat as you would a new plant.

*Pollinator week is June 20-26*

## YOU!!

### **This month's column is dedicated to all of you wonderful English Garden staff**

I have been fortunate to meet some you during my many visits to an English Gardens store as well as just observing you with other customers.

I love browsing through the many aisles of the store and being in awe at the selection of beautiful flowers, scrubs, vegetables, planters, outdoor furniture and so much more!

With the enormous selection and so many varieties of plants, I am constantly asking questions about the different items I am interested in. The knowledge you provide is amazing and it literally empowers me to go home and be able to visualize my garden.

The experience is always friendly and I leave feeling so informed about the purchases I have made. It definitely is apparent how much you all love what you do... and how well you do it!

During this beautiful time of the year, I hope you are enjoying the sunshine, your beautiful surroundings and friends and family.

*Love, love, love, Florine*

*In May 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).*