

#### **MARCH EVENTS**

**Employee Discount Day 50% Off**March 9

Employee Discount Day 50% Off March 10

Daylight Savings Time
Begins
March 12

St. Patrick's Day March 17

First Day of Spring March 20

**Employee Discount Day 50% Off**March 23

Employee Discount Day 50% Off March 24



## **OBSERVATIONS**Spring Has Sprung!

by John Darin, President



Last month we experienced quite a few unseasonably warm weather days. But this month it should really begin to turn in our favor and energize everyone for their Spring projects and plantings. This IS OUR Season! This is English Gardens' time to shine!

Robin Williams once said, "Spring is nature's way of saying, Let's Party!"

In our stores, traffic will increase and our new and returning customers will be looking for everything from rakes, lawn & garden bags, patio furniture and of course COLOR! When Pansies are in the door, it is Showtime from there on out!

As always, we need to be ready with our expert knowledge and customer service mindset. Switching from set up to selling mode is crucial this month. After all, this is what you have been working so hard to prepare for. We want everyone on the salesfloor to enjoy showcasing all the wonderful products that English Gardens has to offer.

You will learn about many of these new and exciting products, during our annual Spring Training this month. Spring Training will be virtual again this year and will take place March 13th through March 24th. I hope you enjoy viewing the wonderful presentations put together by our Buyers and several other leaders across the company.

I appreciate everything you do here at English Gardens.

I greatly enjoy the buzz and excitement in the stores and, as always, look forward to a successful Spring!

John Darin



#### **MANAGERS:**

Name

Service

36	Kevin Lowman	ACC
36	Michelle Hamilton	ACC
33	Brian Wotta	ACC
18	James Morris	LC
16	Greg Gallerini	LC
11	Sterling Weber	LC
9	Holly Onkala	МО
1	Michael Schomber	WB

#### ASSOCIATES:

Christine Miller	CT
Karen Sexton	ACC
Recina Ward	ACC
Debra Matthews	CT
Valerie Tarquini	LC
Paul Desrosiers	DB
Kimberly Vineyard	LC
Juan Andrade	LC
Darlene Henris	CT
Pamela Iverson	WB
Leo Tomaszewski	DB
Emmie Haynes	EP
Anica Presley	LC
Andrea Gatti	EP
Camryn Lauri	DB
	Karen Sexton Recina Ward Debra Matthews Valerie Tarquini Paul Desrosiers Kimberly Vineyard Juan Andrade Darlene Henris Pamela Iverson Leo Tomaszewski Emmie Haynes Anica Presley Andrea Gatti

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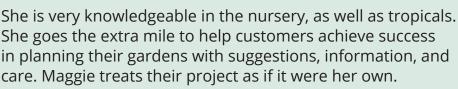
#### YOUR ENGLISH GARDENS TEAM

Maggie Hammond Dearborn Heights

Effective February 18, 2023, Maggie Hammond was promoted to Manager in Training-Nursery at Dearborn Heights!

Maggie Hammond started with English Gardens in April 2016. She joined the Eastpointe store as a cashier and after one year moved into the Keyholder

position, based on her hard work and dedication.



Maggie is very excited for this next step in her career path. We all look forward to watching her continue to grow and develop.

Please join us in congratulating Maggie in her new role!

#### SAFETY

March is National Ladder Safety Month





COMPANY NEWS

#### **BENEFITS CORNER**

## Don't forget about the **Recruiting Referral Bonus** programs!





#### **MARCH**

During the month of March, the sun is starting to rise earlier and set later.

It's the perfect time to take advantage of the extended daylight. I love that I can get back to exercising outside with long walks about my neighborhood... the fresh air is so invigorating!

I look forward to seeing the beautiful greenery and flowers that will begin to bloom again.

I know you all will be very busy assisting customers with preparing their gardens for spring. This is when customers are eager for your expertise in helping them create

their vision as the season approaches. I personally have experienced the wonderful suggestions and ideas you have given me for my garden.

\*\*QUALIFICATION 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.

When I think about the meaning of the word vision, 'the ability to think about or plan the future with imagination or wisdom" I feel excited and empowered.

With spring right around the corner, it's the perfect time to create YOUR vision. Give yourself permission to imagine, dream big because anything is possible...

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.



#### Tell Us About It



Clinton Township – I've learned one thing - your employees can make or break your company. I enjoy shopping this English Gardens location because of the kind, sweet, helpful, and cheerful staff. West Bloomfield – Shoutout to Holly who was simply amazing and super fun to talk to. I left with a smile on my face. Thank you, Holly for your assistance with my purchases!

Royal Oak – I was so pleased with Amy's helpfulness and expertise as a Florist. She put together a lovely plant basket to celebrate my son's involvement with the HopCat Grand Opening. Thank you again, Amy!

#### SELL FOR SUCCESS

# Patio Furniture New for 2022...



For the 2023 season all furniture will start out on sale for 40% off the regular price. As we go through the season select sets will be Clearance Sale Priced at 50% off and higher. We will continue to have set pricing with the smart "T" Skus on sets that cannot be broken. These are priced for the entire set and the hang tags have the set retail on them.

There are no new sets for 2023 so the newest sets we will be selling will start with a 22 in the first two numbers of the SKU. All Hanamint furniture will continue to be sold A la carte as we have the last three years. All other furniture can be tagged with our hang tags that will show the regular and sale price. We will continue to offer free white glove delivery and set up on all patio furniture.

#### **MARCH PROMOTIONS:**

Starting on February 27 through Sunday April 16 we will be having a pre-season Patio Furniture Sale where we are going to pay the sales tax. This has been a popular promotion in the past and plenty of signage and advertising will be done regarding this sale.

#### **SEASON LONG PROMOTIONS:**

- All Patio Furniture 40% off the regular price
- All Umbrellas 30% to 50% off the regular price
- All Benches 40% off the regular price
- All Dream Hammocks 40% off the regular price

#### ADOPT A HOUSE PLANT IS BACK!



## March 24 & March 25 10am - 4pm • All Stores

### Add a new plant pal to your family!

Follow our guide and get all the info you need to help purchase the perfect plant and select a coordinating pot. Plus, care tips, giveaways with purchase and more!



#AdoptAPlant

#### **NEW!** EG IG INFLUENCERS

#### Nicole @MyFavoriteHouseplant

This month Nicole shopped English Gardens West Bloomfield. She has a curated Instagram feed, with almost 20,000 followers, centered around house plants. She shares care and decorating tips, as well as fun facts and finds. Next month we will introduce you to another influencer!



Snake Plant 🐍

