



The warm weather has arrived! Just like the stores, the Landscape Company is extremely busy this time of year.

May and June are the busiest months of the year for us as homeowners across Metro Detroit are anxious to have their outdoor living spaces updated. We believe our team of talented designers and installers are the best in the region, and we ask that all associates pass this information on to our store

customers. We rely on you heavily to keep us busy through this time of year!

Remember, your goal in discussing landscaping to a prospect is to determine whether or not they are interested in our services, or a "do-it-yourselfer." If they are looking for someone to install their landscape, please help them fill out a lead sheet with as much detail as possible.

If you have a tablet or have access to a computer terminal, please fill out the lead request online through the English Gardens website. If you need to fill out the sheet on paper, remember to put your name on the form and fax it to the Landscape Company immediately!



You also receive \$5 for every lead that you fill out properly! We'll then do our best to give them an excellent service, and you'll get rewarded with a Spiff.

2021 Spiff Program:

- \$1,000-\$5,000 = \$10 gift card
- \$5,001-\$25,000 = \$20 gift card
- \$25,001-\$50,000 = \$50 gift card
- \$50,001 & Up = \$100 gift card

Please continue to ask your store representative any questions you may have, as we will continue to visit the stores on a weekly basis. As always, we appreciate all the help that the stores provide us with, and we greatly urge you to continue to talk to customers about our award-winning services!

SAFETY *It's Everyone's Business* **Get Vaccinated – Get \$100**

English Gardens is encouraging all employees to get the COVID-19 vaccination. We want to continue to maintain a safe environment for all associates and our customers.

You can get the vaccination wherever you'd like. Once you receive it, just send a copy of your complete vaccination card to your manager and HR will give you \$100.

Contact HR or your manager if you have questions.

If we use all the tools we have, we stand the best chance of getting our families, communities, schools, and workplaces "back to normal" sooner:

Get vaccinated.



Wear a mask.



Stay 6 feet from others, and avoid crowds.



Wash hands often.



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



Get Vaccinated: cdc.gov/coronavirus/vaccines



MAY EVENTS

Employee Discount Day 50% Off

May 6

Employee Discount Day 50% Off

May 7

Mother's Day

May 9

Employee Discount Day 50% Off

May 20

Employee Discount Day 50% Off

May 21

Memorial Day

May 31



OBSERVATIONS

Let's Make May A-May-zing!!

by John Darin, President



Happy May everyone! We all have spent many months preparing for this. May is the month when customer traffic increases in the stores, landscape designs are coming together full force, and customers want our expert advice and knowledge.

Now it is time to capitalize on all of your hard work, preparation and training and focus on delivering an amazing customer experience!

Here are a few things we want to see in action this Spring:

- Transition between customers: When it is busy, you must have the pace and the ability to help multiple customers with exceptional service in a quick yet thorough manner.
- Drive sales through setting goals for your average sale, with each and every customer you connect with.
- Keep supplies stocked daily: At the register, the garden pharmacy desk and everywhere applicable. Make sure you are ready for business at the OPEN of every shift!
- Know the Ad: Familiarize yourself with WHAT customers are coming in for and WHY they may be shopping with us today. YOU are the Expert!
- Connect with customers by offering your business card and inviting them back to the store; even better, invite the experts you meet to join our team!
- ADD ON to EVERY SALE!! Worst thing they can say is No. The worst thing you can do is not try.

It is also imperative that we follow ALL implemented English Gardens COVID protocol now more than ever. We need to ensure that we wear our masks at all times, continue social distancing, not only amongst your fellow associates but with our customers, continue our sanitation procedures and wash your hands frequently.

Thank you for your diligence, motivation and dedication to making English Gardens a destination shopping experience. We are the place customers think of when they want to beautify their homes and gardens. This past year has truly been a heroic effort by all of you!

John Darin



EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	Location
MANAGERS:		
46	Debra Lowman	ACO
30	Leigh Pierson	DB
21	Ronald Dettolff	RO
7	Zachary Garsh	ACO
ASSOCIATES:		
23	Andrew Donatiello	WB
17	Rebecca Menger	RO
13	Janet Killu	RO
3	Maribel Meador	RO
3	Mary-Mackenzie Pratt	WB
3	Bonnie Thorp	DB
2	Richard Powell	MO
2	Michael Sander	PN
2	Jill Scypta	PN
2	Grace Vespa	MO
2	Jorge Ruiz	LC
2	Rachel Darin	MO
1	Brian Azzopardi	DB
1	Andreea Bodea	LC
1	Calista Clabuesch	DB
1	Kristen Cupp	PN
1	Tamara Fetter	DB
1	Richard Gagnon	RO
1	Zachary LaRochelle	RO
1	Abigail Long	WB
1	Lukas Pashigian	PN
1	Jacob St. Pierre	PN
1	Jessica Rademacher	RO
1	Brooke Ramondetta	DB
1	Josh Roberts	EP
1	Mia Rooney	CT
1	Patricia Toufar	DB
1	Jill Vanderbeke	RO



Associate Spotlight

Congratulations to team members who have been promoted this year!

- Eric Stanis**- Department Sales Manager- Nursery in Plymouth
- Marie Goforth**- Department Sales Manager- Nursery in West Bloomfield
- Ryan Willett**- Manager in Training- Nursery in Clinton Township
- Rachel Darin**- Assistant Merchandising Manager.



Eric has been with English Gardens since 2017. He has taken ownership over the nursery as a Manager in Training. He never backs down from a challenge, isn't afraid to break a sweat and takes great pride in his work. Eric has matured as a leader and is well respected by all staff and our customers. Eric will own nursery, perennials, loading, fountains and statuary as Department Sales Manager, in Plymouth.

Marie has been with English Gardens since 2018. With a brief season in our seasonal flower market in 2015.

Marie is enthusiastic about learning everything. She has been instrumental in the setup and transitions in every department and can confidently work wherever needed.

Marie is a great, well rounded manager! She has an incredible work ethic and is eager to learn.



Ryan Willett has joined the team as Clinton Township's new Nursery Manager in Training! Ryan has an many years of retail management experience, from Starbucks, Old Navy and The Buckle. He recently moved to the area from Georgia and is excited to continue his passion for gardening and all the Plant Parenting he enjoys.

We are pleased to announce that Rachel Darin has moved into the merchandising department to train for a position as Merchandising Manager.

Rachel earned a degree in finance from MSU. She worked outside of the company for several years. But her love for the family business and plants brought her back to English Gardens. Most recently, she had been working on the team as a cashier at our Plymouth retail location.

We look for great things from Rachel in this position and her future with the company!



SELL FOR SUCCESS

Self-watering Containers

Self-watering planters are an amazing invention that help reduce plant maintenance and increase plant health. Self-watering planters are going to cost more than traditional planters because they are more complex and provide added benefits. It is important that we understand how self-watering planters work and what their benefits are so when we converse with a customer, we can provide them with important information to help them make a purchasing decision.

Retains Nutrients

As you water a typical container garden, the soil nutrients slowly diffuse out of the medium with the water molecules. You will need to add organic matter periodically to keep the soil's nutrient levels steady. Self-watering containers require you to water the soil normally, but the closed system allows the nutrients to stay within the immediate environment; any water overflow becomes trapped within the reservoir.

Saves Water

Conserving water, especially in dry climates, is a constant concern for gardeners. Self-watering planters only evaporate some of the water from the soil, mainly



after a direct watering from above. The trapped water in the reservoir cannot evaporate with the dense soil covering it; the jug will retain the water as well until you pour it back onto the plant. Watering amounts are considerably lower with self-watering planters while still retaining a healthy environment for growing even the thirstiest crops, from strawberries to dwarf fruit trees.

Saves Time

When you take a vacation or work long hours, it can take its toll on your container plant; you need to



constantly monitor the soil's moisture content for the best growing results. As a solution, self-watering planters give you more time for other activities without harming the plant. In fact, the plant can go several days without any watering action from you, even during the hot summer months. The semi-contained water cycle will continue as long as there is ample water; it would take a long time to slowly evaporate what moisture there is in the soil to damage the plant.

Encourages Healthy Root Growth

Savvy gardeners know that shallow watering can lead to shallow root growth; many desired crops, such as tomatoes, will have poor fruit growth with improper root supports. The self-watering planters allow you to deep water the container without any issues of root rot. Water flows to the bottom reservoir which stimulates roots to grow deep to find the moisture supply. Sturdy root systems will produce larger stems and branches above for even more foliage, flowers and fruit, depending on the plant type.

We will be offering our customers different self-watering container material: ceramic & lightweight- as well as different price-points.



Tell Us About It



Clinton Township- My wife and I are new in town. We chose to shop here specifically due to all the 1-star reviews left by those who were refused service for not wearing masks. It speaks volumes to the company's morals and commitment to public safety to not only request, but enforce, a very basic measure to keep our community safe. Our shopping experience was amazing! The staff was helpful and friendly in assisting us with large houseplants for our

living room and knowledgeable on which ones were non-toxic to cats. Happy to have such a great store so close by!

Royal Oak- Lauren at the register was very courteous. Eric, in loading, took very good care of me.

Dearborn Heights- Carol was wonderful! She was polite in person and over the phone. Very happy with a positive attitude. Every store needs a Carol!