

Fresh from the Garden



NOVEMBER EVENTS

Employee Discount Day

50% Off

November 4, 5, 18 & 19

Christmas Open House

November 7

Veterans Day

November 11

LC Lighting Ceremonies:

Partridge Creek

November 11

Village of Rochester Hills

November 19

Thanksgiving Day

Stores Closed

November 25

Black Friday

November 26

Small Business Saturday

November 27

EMPLOYEE ANNIVERSARIES

Years of Service	Employ Name	Location
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MANAGERS:

42	Dean Darin	MO
42	Frank Janosz	MO
18	Nancy Bacinski	RO

ASSOCIATES:

16	Jennifer Lau	RO
9	Lauren Rose	RO
8	Sandra Szparaga	RO
7	Rebecca Nosanchuk	WB
7	Paula Kus	CT
5	Sima Haghpassand	PN
4	Margaret Thompson	CT
2	Justin Adams	LC
1	Conrad Arakelian	CT
1	Dawn Schulz	PN



OBSERVATIONS

Thankful

by John Darin, President

It's beginning to look a lot like Christmas! As we are busy preparing for Christmas Open House on November 7, it is also a time to take a moment and reflect on what we are thankful for.

I am thankful for each and every one of you and your commitment to English Gardens and helping make this year amazing! Our teams have experienced another challenging but successful year, filled with many wins to celebrate. All teams have pulled together in the face of adversity and staffing challenges. You have dealt with inventory issues and offered our customers alternatives to complete their project lists. You have upheld the

amazing customer experience that leads to an exceptional shopping trip.

We are thankful for our customers as well, who look forward to shopping with us on Christmas Open House and throughout the holiday season. Your efforts pay off when the customers come in to create that magical setting in their home, with all of our unique and beautiful products, and they leave with a memorable service experience; satisfied that they have all they need to complete their projects at home.

Here are a few tips to help us achieve continued success in the 2021 Holiday selling season:

- Treat every customer like a guest in your own home. Thank every customer for shopping with us!
- Holiday Cheer is still Landscape's time of year. Remember to inform your customers of our holiday decorating services.
- Add on to every sale. It is not about the sales \$ as much as it is about the customers' success when they get home with their purchase.
- NEW products to share! Don't forget about your Holiday Preview training notes and the products you listed that you were excited to sell this season.
- Take the time to review Christmas Success training cards, plant care guides, and services offered. Our customers look to us as experts in the industry.
- Use proper bagging/wrap to care for each plant. The colder temperature requires extra special attention to this at the end of every sale.

Christmas is the season to spread joy and cheer. So, remember to have fun with the customers, connect with them on a personal level and encourage them to leave with all the extras that we offer – to ensure an exceptional shopping experience.

Our stores and offices are closed on Thanksgiving Day, so you can enjoy the day with family and friends. Have a great November and a Happy Thanksgiving!

John Darin



Associate Spotlight



Get to Know Your EG Team

Welcome Baby Banks!



Nick Banks, DH, and his wife welcomed their new bundle of joy to the family on 9/30/2021 at 11:45pm. The new parents and their beautiful baby girl, Hallie Serrah, are all doing well and

loving every moment of settling in to their routine.

Welcome to the EG family Hallie!!

Special Thank You's

We had to show off these adorable Thank You notes we received from a local 4th grade. English Gardens Plymouth Nursery was able to donate pumpkins to the 3-4th grade classrooms for some creative learning and fun.



Sell For Success

Last month, we added a category to the Store Team Monthly Bonus Program.

For the month of November, we will continue to put \$1 into the team pool for every valid email collected, as well as an Additional \$1 directly into the associate's pocket that collected that email!!



Look for a flyer in your store with more details.

Each month a member of the team will be featured here. They will share Five Fun Facts about themselves, that others may not know. Nothing better than getting the Inside Scoop on the talented individuals on our teams!!

Paul Soulsby Department Sales Manager Royal Oak

Paul's favorite quote: Responsibility and Trust — these two are like Yin and Yang. Together perfectly complete, and each one requiring the presence of the other.

- I was Gene Simmons' bodyguard for 15 minutes in Chicago back in 2003!
- I go on a 20 to 40-mile bike ride at least twice a week.

- I make great soups and chili!
- I owned and operated my own tile and marble company and was one of the tile crews who worked on The Extreme Home Makeover – Armada.
- My guilty pleasure is watching 90-day fiancé pillow talk.

Gratitude... Feeling Thankful

I have always been a person who has been grateful for any good fortune I receive.

When I was young girl, my sister got polio. My family was poor and we were not able to afford the care we needed for her. We were fortunate to receive support from the March of Dimes and I often wonder if that is why I have been forever aware and grateful, for all the positive experiences in my life.

Gratitude helps me refocus on what I have rather than what I may lack.

Research has shown gratitude is strongly and consistently associated with greater happiness.

Gratitude helps people feel more positive emotions, enjoy good

experiences, deal with adversity and build strong relationships.

As a motivational speaker, I always include in my speech, the importance of being grateful for all the people that help and support me. Just as important, I feel it's important to let them know how much you appreciate them. Just a verbal thank you to the garbage collector, a thank you note for an act of kindness, or even listening intently can make a positive difference.

With the holidays around the corner and spending time with friends and family, I hope there will be many reasons you will feel grateful and thankful... I know I will feel that way.

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



Tell Us About It



Clinton Township - Cathy, thank you so much for the time and caring you put into what you do!

West Bloomfield - Jessie and Tuesday helped me pick out a sympathy plant for a friend, when I was unsure. Rebecca for years has been awesome and goes above and beyond as well!

Dearborn Heights - I always use English Gardens for flowers. Recently bought two bouquets and they lasted a long time, always do!

Plymouth - Jacob S. and Anne C. helped me choose shrubs and some perennials. They were very knowledgeable and patient with me. Top Notch!

Landscape - Enjoyed working with Jarod. He was very professional and responsive. The installation crews were quick, kind, respectful and nice. Would highly recommend them!