

Fresh from the Garden



OCTOBER EVENTS

Employee Discount Day
50% Off

October 6

Employee Discount Day
50% Off

October 7

Columbus Day
October 10

Sweetest Day
October 15

National Boss Day
October 17

Employee Discount Day
50% Off

October 20

Employee Discount Day
50% Off

October 21

Halloween
October 31



English Gardens Experts

by John Darin, President



Great salespeople are relationship builders who provide value and help their customers win. For years customers have come to English Gardens for that exact reason, our associates' expert advice.

October is a great time to freshen up our selling skills and boost our knowledge base. Customer traffic will increase and the questions they ask will change from summer yard and garden concerns to home decorating, fall planting and Christmas tree purchasing decisions.

There are many tools available to help us expand our knowledge and meet customers' needs this season, such as Holiday Preview Training and our Christmas Product Success cards. These tools cover everything from lifelike trees, wreaths, garlands, and Christmas lights to Holiday interior decorating services provided by the Landscape company.

Open House is the kickoff to the season. Thank you all for your hard work in preparation for this exciting event in our stores. Many families have a tradition of attending this Sunday shopping day and purchasing a Christmas tree from English Gardens. Choosing the perfect shaped and sized tree may involve looking at several different trees. If they choose a live tree to stay inside, it will require special care. The customer may look to the associate who is assisting them to ask for their opinion of the tree they have chosen for their own home. Again, they look to you as an expert.

Another way to deliver an amazing experience, is to suggest tie-in items. This is an expert's way to make sure customers have everything they need to be successful in their holiday projects, whether decorating the tree, lighting the exterior, or wrapping gifts. Always keep tie-ins in mind and be ready to make a suggestive sale at every opportunity. Whenever appropriate, put the suggested item in the customer's hands. You might ask "Have you seen how that tree skirt has this matching ribbon?"

Continue to drive another amazing selling season through your knowledge and ability to help your customers win.

Thank you for your hard work and continuing to cultivate your expertise here at English Gardens!

John Darin



ASSOCIATE SPOTLIGHT



Get to Know YOUR ENGLISH GARDENS TEAM!

EMPLOYEE ANNIVERSARIES

| Years of Service | Employee Name | Location |
|------------------|------------------|----------|
| MANAGERS: | | |
| 13 | Sean Matthews | RO |
| 10 | Tracy Campbell | WB |
| 3 | Lorena Priestley | ACO |
| 1 | Mark Baker | MO |

| | | |
|--------------------|-------------------|----|
| ASSOCIATES: | | |
| 18 | Rebecca Menger | RO |
| 10 | Rodney Marshall | LC |
| 7 | Carmelo Andrade | LC |
| 7 | Erin Graebert | PN |
| 6 | Steven Brincat | RO |
| 6 | Tristin Pickett | DB |
| 4 | Erika Steffke | LC |
| 3 | Daniel Rehe | RO |
| 2 | Geralyn Grumley | LC |
| 2 | Cathryn Peck | CT |
| 1 | Bennett Arakelian | CT |
| 1 | Alexander Morey | PN |
| 1 | Jeremy Ruckhaber | LC |

Amy Crank Marketing Content Coordinator

Five fun facts about Amy:

1. I have two kids, 10 and 9 years old.
2. I met my husband in Junior High (celebrating 22 years together).
3. In college, I studied abroad in 5 different countries.
4. I went to Western Michigan University (Go Broncos!)
5. I used to work on the evening news at a CBS station in Kalamazoo, MI



Greg Pizzino DSM, Plymouth

The non-profit YpsiWrites is honoring Greg as one of 2022's "Writers of Ypsilanti". Greg will host a speaking engagement with the other honorees at the Ypsilanti Library on the 22nd of October. After the event, Greg will be featured on their website as well.



October is National Fire Safety Month

Workplace Fire Safety Checklist

- 1 Does your property have clear and accessible escape routes?
- 2 Is fire fighting equipment available throughout the entire property?
- 3 Do you have a fully working, regularly tested fire alarm?
- 4 Do you have a set of fire precautions advertised for your employees?
- 5 Are your staff regularly trained in fire safety matters?
- 6 Are all of your staff taken into consideration in your evacuation plans?
- 7 Do you have a sectioned area for smokers on your premises?
- 8 Are your fire extinguishers serviced and replaced on a regular basis?
- 9 Are all of your electrical systems and appliances maintained and checked regularly?

Tell Us About It

West Bloomfield - Sally was the most helpful salesperson! She was so knowledgeable and so kind! I loved my experience and am enjoying my garden.

Clinton Township - Carol went above and beyond in helping me find a houseplant! Her patience and kindness were wonderful! It is hard to find good customer service. I will be back!

Royal Oak - Annette and Becky were beyond expectations. They were insanely knowledgeable, friendly, patient and all around helpful. Absolutely the best possible experience!

Plymouth - Michelle helped me replace two wintergreen plants. She was outstanding at every level. Eric was also great, kudos to him!

Landscape - Derek and team did an excellent install job!

BENEFITS CORNER

We are pleased to announce that all English Gardens, benefit eligible associates will be using the new Employee Navigator benefit platform to host the 2023 annual open enrollment. Associates who are benefit eligible will no longer be completing and submitting enrollment forms to Human Resources to update their benefits yearly.

Instead, you will access the Employee Navigator site to review the benefit offerings and make selections for the 2023 plan year. This new self-service model will allow you to access your benefit information from anywhere at any time during the open enrollment window. After open enrollment is complete, you may continue to access the site to refer or review benefit levels, coverage, compliance materials and much more.

How does it work? During open enrollment, you will receive an email invite from Employee Navigator requesting you to register to create an account or access your current account to choose your benefits.

- You will be required to review your personal data and make changes as needed
- Enroll in or waive benefits that are available to you
- Add or remove family members from benefits
- Submit your enrollment and complete any necessary forms (all electronically)

When is open enrollment? The annual open enrollment dates will be announced in the upcoming weeks. Details regarding process will be released at that time.

What can I do now to prepare? Your personal information and current benefit data has been uploaded to the Employee Navigator system. If you are adding a new dependent and/or beneficiary you may want to gather their personal information; date of birth, social security number and address which are required fields to complete the enrollment process.

This new online open enrollment system is easy to use, holds all your history for reference and gives you side by side comparisons of all plans offered.

Once it is launched, should you have any questions please contact Kendra Bleakley at (248) 758-8581 or Nicole Phillips at (586) 233-5691.



employee
NAVIGATOR

REASSESS YOUR OVERALL ROUTINE FOR SUCCESS

A new season is a perfect time to reassess what type of movement is working for you. Your body needs different things at different times, so taking the time to update your workout is important.

If your routine is feeling boring or you are not seeing positive results, it may be time to switch things up. Just adding a pair of light weights to your current workout or introducing some lunges, push-ups, or squats into your routine may make a difference.

When the cold air hits you can always try a new indoor workout. No matter what your workout routine looks like take the time to reevaluate and do what feels best for you.

With the excitement of a new season comes delicious and flavorful in season fruits and vegetables. Stocking

up on apples, pears, and citrus fruit, along with root vegetables like squashes, pumpkins, and sweet potatoes are all readily available and so flavorful!

During this time of year, I especially love to add spices, such as cinnamon, ginger, turmeric, and cumin to some of my favorite soups and dishes.

Remember, when the days get shorter, studies have found many of us feel more tired and less energized. Getting enough sleep is proven to help strengthen our immune system which is something we can all benefit from especially this time of year. Make it a point to create a consistent sleep system that works for you.

Enjoy our beautiful Fall and changing of the leaves.

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.

IT'S PUMPKIN SEASON



Facts About the Pumpkin Plant

- 🎃 Although we often think of pumpkins as vegetables, they're fruits! Pumpkins, along with cucumbers, tomatoes, and avocados, come from the flowers of their plants. That makes them all fruits.
- 🎃 Pumpkins are also a type of winter squash. And yes, all squashes are technically fruits as well.
- 🎃 Each pumpkin contains about 500 seeds.
- 🎃 Once they sprout, pumpkins take between 90 and 120 days to reach maturity.
- 🎃 There are more than 45 different types of pumpkin, with fun names like Baby Bear, Spooktacular, Ghost Rider, Tricky Jack, and Sweetie Pie.
- 🎃 Atlantic Giants are the largest overall species of pumpkin. They can grow as much as 50 pounds per day!

Delicious and Nutritious Pumpkin Facts

- 🎃 Every part of the pumpkin is edible, including the skin, leaves, flowers, and stem. Pumpkin and other squash blossoms can be eaten raw. They're also particularly tasty when lightly battered and fried!
- 🎃 Pumpkin pie is America's favorite Thanksgiving dessert, with 36% of us preferring it to other traditional options like pecan, apple, or sweet potato.
- 🎃 Those giant pumpkins are edible, they don't taste very good. Stick to small sugar pumpkins for pies and soups.
- 🎃 Pumpkin is a great source of beta carotene, which gives it its orange color (just like carrots and sweet potatoes). Beta carotene turns into vitamin A after you eat it, which is great for your eye and skin health, and supports your immune system.
- 🎃 Roasted pumpkin seeds are both tasty and nutritious! They are low in calories and high in protein and iron.

Amazing Pumpkin History

- 🎃 Pumpkins are native to Central America and Mexico. Originally small and bitter, they were selectively bred by Central and Native Americans to be bigger, fleshier, and sweeter.
- 🎃 When the Pilgrims relocated to North America, they didn't know how to cook this new-to-them gourd. So, the Native Americans taught them how to cultivate and cook fresh pumpkin.
- 🎃 As a staple crop, pumpkin was most likely served at the first Thanksgiving. But their version of pumpkin pie was quite different from ours. Without butter or flour for crust, they hollowed out a pumpkin and filled it with a combination of milk, honey, and spices before baking it in the ash of the fire.

- 🎃 During World War II, many Americans grew "Victory Gardens" to supplement their grocery rations.
- 🎃 The first Jack-o-Lanterns weren't made from pumpkins at all. They were made from turnips! A folk tale said that "Stingy Jack" tried to trick the devil into paying for his bar tab. After Jack died, the devil wouldn't let Jack cross over to the afterlife. Instead, he had to wander the Earth at night, lit by a single coal. He put his coal in a hollowed out turnip and earned the nickname "Jack of the Lantern." This Irish tale led to the tradition of carving turnips in Jack's likeness, to keep him at bay.
- 🎃 When Irish emigrants moved to America, they found pumpkins much more suitable for carving than turnips, and the modern Jack o' Lantern was born.

Where Pumpkins Grow

- 🎃 While they originated in Central America, pumpkins now grow on all continents except Antarctica.
- 🎃 The state of Illinois wins the pumpkin production battle, growing over 12,000 acres of pumpkins each year. That's twice as many as any other state! (Michigan is also a major pumpkin producer.)
- 🎃 Morton, Illinois is considered the "Pumpkin Capital of the World." Morton is home to Libby's, the producer of 85% of the world's canned pumpkin!
- 🎃 Over 1.5 billion pounds of pumpkins are grown every year in the United States.

Record-Holding Pumpkins (and Pumpkin Events)

- 🎃 The current record for the World's Heaviest Pumpkin is 2,624 lbs. That's the weight of a 1971 Ford Maverick! This gigantic gourd was grown by Belgian Mathias Willemijns in 2016.
- 🎃 The heaviest pumpkin ever grown in the United States weighed 2,528 lbs. It was grown by Steve Geddes of New Hampshire in 2018.
- 🎃 The largest pumpkin pie ever made came from the New Bremen Pumpkinfest in Ohio. This Guinness World Record holding pie had a diameter of 20 feet in diameter and weighed 3,699 pounds. Its crust was made from 440 sheets of dough!
- 🎃 Trevor Hunt holds the Guinness World Record for most pumpkins carved in an hour. He carved 109 pumpkins in 60 minutes, or just 33 seconds per pumpkin.

Make sure to check out the October Sales Planner for more Selling tips and Promotion Strategy for Fall Harvest product in your stores!