

September 2021

# Fresh from the Garden



## SEPTEMBER EVENTS

**Labor Day**  
**Open 9am - 3pm**  
September 6

**Employee Discount Day**  
**50% Off**  
September 9, 10, 23 & 24



## EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	Location
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### MANAGERS:

27	Patrick Fairbrother	ACO
25	Juan Gutierrez	LC
17	Kim Milewski	PN
13	Deborah Purdue	MO
8	Jim Welch	WB
5	James Wilson	LC
3	Kendra Bleakley	ACO

### ASSOCIATES:

23	Pat Birch	CT
10	Sarah Miller	RO
5	Silvia Buse	WB
5	Brian Dale	LC
2	Anne Cini	PN
2	Tori Jordan	EP
1	Carlos Murillo-Villa	LC
1	Julie McCourtie	LC
1	Matthew Koresky	CT
1	Renee St. Pierre	PN



## OBSERVATIONS

### Creating Customer Happiness

by John Darin, President

This Fall, as we prepare for another successful selling season, you can bring our customers joy by sharing the little things that make decorating their yards and gardens a delight.

Promote the benefits of gardening to create a worthwhile shopping experience that customers won't soon forget. In stressful times, people look toward things that make them happy.

This resonates with what an independent garden center is all about: We are in the happiness business. Most of what we sell isn't essential to our survival, yet our products are important to emotional well-being. As many in

our industry wonder if or how those numbers can be sustained, it occurs to me that stressing simple happiness is one of our best marketing strategies.

### Save customers' time

There are other ways that we're in the happiness business, and saving time is a big one. Point out to your customers how a new pair of pruners or a sharp folding saw can save hours when they're pruning or doing cleanup. Time-release fertilizers that are applied once fit in this category, as do weed-smothering mulches.

Promoting our Landscape design team to decorate our customers' homes and yards for the holiday season is another way you can save your customers time, allowing for more time spent with their family and friends.

### Share the wealth

When people create something beautiful with plants, decorate their favorite spaces in their home, or are successful with what they grow, most enjoy sharing those triumphs. Encourage our customers to post photos of what they've grown on their Facebook or Instagram feeds, using English Gardens hashtags #MakeLifeBeautiful or tagging English Gardens @English\_Gardens in the post.

What's making you happy? Share that with your customers. The customer connection is an important part of delivering exceptional service and increasing customer loyalty. When customers feel connected with a particular salesperson or "THEIR English Gardens store" they will shop us season after season.

After all, we are in the business of making life beautiful!

I look forward to seeing all of your happy faces this Fall.



# Associate Spotlight



## Get to Know Your EG Team

### Best of Washtenaw 2021 Results: Current Magazine (ecurrent.com)

English Gardens Plymouth came in runner up for Best Nursery in Washtenaw County in Current Magazine's "Best of Washtenaw 2021" awards.

**Greg Pizzino** & his wife swept a bunch of awards as well! Greg won Best Writer (under his Thomas Gregory pen name).

Their film podcast, Cinema Guano, won Best Podcast with his wife's show, Haunted Mitten, taking runner up.



### Promotion Announcement

We are pleased to announce that **Julie Diaz** has moved into the Accounts Receivable Specialist position at our ACO Corporate office in Dearborn Heights! Julie will be reporting to the Loss Prevention Manager, Zach Garsh.



Julie was previously working in West Bloomfield as a Seasonal Sales Associate in the Garden Center, doing an excellent job in that position!

Please join me in welcoming Julie to her new role with the IT team!



### Benefits Corner for Employees

Going into the 4th quarter is a great time to check the balance of your Flex Spending Account. Be sure to utilize these funds by December 31, 2021!

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!!

### Kim Milewski General Manager Plymouth

- In middle and high school, I aspired to be on an Olympic team for Archery (I was actually pretty good). Currently, I like to shoot recreationally, just not as often as I would like
- I love to cook, Hello Fresh has been great to get my family involved with choices and preparation. My daughters like to help as well
- I love my little ladies: Maddy and Charlie, ages 9 and 4. They couldn't be any more different. They are my world
- Kevin Lowman hired me while I was in college. English Gardens had a table set up at a career fair at MSU



- I love to plan events. My best friend and I have thrown a number of over-the-top birthday parties for our little ones. I am currently planning a "5 and Dime" party for my ladies. (They will be 5 and 10 this November) with a 50's soda shop theme

## Transitioning into Fall

This summer was filled with good times connecting with friends, family & the outdoors.

The warm beautiful weather was perfect especially for taking long walks, outdoor meals and relaxing. I even tried some new delicious recipes which included lots of seasonal fruits & vegetables that became my new favorite dishes.

With each season comes a renewed excitement for me. It's a great opportunity to refocus on my intentions and goals, a fresh slate.

Here are a few suggestions:

1. Reorganize your environment: Closets, desks, old papers, and the food pantry.
2. Rethink your workout routine: Consider indoor and outdoor activity, switch it up and try something new.
3. Self-care routine: Reexamine your skincare products & routines for colder weather.
4. Find new seasonal recipes: Check your favorite cookbooks for recipes.
5. Create a cozy home: Add Fall scents, candles and blankets.
6. Outdoor space: Add comfortable seating, an outdoor fireplace and lighting.

I hope you use the start of each season to make room for new ideas & perspectives.

*Love, Love, Love, Florine*



## Tell Us About It



**Dearborn Heights** - Mike M. had a great attitude and was a huge help!

**West Bloomfield** - Kathryn was stellar! And no, I am not her mother or a relative. She is just amazing!

**Clinton Township** - Thank you so much for everything Pat! Our flowers were truly stunning! It was so nice to work with you for the past 2 years! Thank you for making our day so special!

**Royal Oak** - I just wanted to compliment your employee, Ron D.; he has always been professional, knowledgeable and extremely helpful but recently he went over and above expectations. I was working on a project and he helped me every step of the way. He did an outstanding job!

**Plymouth** - Amy G. really took her time with me and was a pleasure! I really appreciate someone who enjoys customer service.