

September 2022

Fresh from the Garden



SEPTEMBER EVENTS

Labor Day

Stores open until 3pm
September 5

Employee Discount Days 50% Off

September 8 & 9

Grandparents' Day Patriot Day

September 11

Holiday Preview Training Begins

September 19

First Day of Autumn

September 22

Employee Discount Days 50% Off

September 22 & 23



Train through the Transition

by John Darin, President



At English Gardens, the month of September is a time for Transitioning and Training. The teams are busy transforming the stores into Winter Wonderlands, filled with **NEW** and **EXCITING** products to beautify our customers' homes and outdoor spaces. It is also a perfect time to review and role play customer service and sales scenarios with your teams.

There are many tools that have been created to help your teams prepare for the next Selling Season. Make sure this month, you review them all, so you are ready to meet your customers with solutions to their lawn, garden, home decor and holiday needs.

Success Cards: The entire collection of Christmas product cards, as well as the Customer Experience and Visual Merchandising cards will help introduce or refresh you on the experience standards that we have as a company. All of these were developed to provide you with proper tools to help you build skills and confidence in offering exceptional service moments.

Online Videos: Available on the English Gardens website, you will find timely tips and "How To" videos created by our team members, to help solve many of the customers questions this time of year.

Your Team: Don't forget to share your own knowledge and insight with your teams before the stores begin to bustle again. Many of you have been with English Gardens for many Fall/Holiday seasons and have seen firsthand what it means to make your team successful during this time. Share tips and tricks with each other on efficiencies in processes, product knowledge, easy add on sales items, etc.

During this month's Holiday Preview training, we hope you learn a ton of useful information about the new products English Gardens will carry for the season, but also take notes and walk away with a game plan on how to share this knowledge with your customers.

*Thank you for continuing to do your
part in our customers' success!*

ASSOCIATE SPOTLIGHT

EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	Location
------------------	---------------	----------

MANAGERS:

26	Juan Gutierrez	LC
18	Kim Milewski	PN
9	Jim Welch	WB
6	James Wilson	LC
4	Kendra Bleakley	ACO

ASSOCIATES:

24	Pat Birch	CT
6	Brian Dale	LC
3	Tori Jordan	EP
2	Matthew Koresky	CT
3	Jorge Ruiz	LC
1	Sarah Sorensen	LC

Congratulations Dan Rehe, RO

Dan has been promoted to Department Sales Manager – Warehouse/Receiving/Garden Center



- Dan has been with English Gardens since 2019, at the Royal Oak store. He had years of customer service and sales experience prior to coming to our company. At the Royal Oak store, Dan quickly moved from Market Driver to Sales Associate in the Garden Center, to Manager in Training – Garden Center
- In his years with English Gardens, Dan has proven to be a real team player and a great energy to have on the team. He thinks strategically and keeps a laser focus on offering an exceptional customer experience. Dan has played an integral part in keeping the store's receiving tasks in order
- Dan is very excited for this next step in his career path! We all look forward to watching him continue to grow and develop here at English Gardens



OTHER NEWS

The Garden Center Expo in Orlando

We received a **Top 100 Award!**

We are #13 of independent garden centers across the industry. Pictured left to right: Eric Stanis, PN; Johnny Darin, PN; Nick Banks, DH; Jodi Ghedotte, WB; Marie Goforth, WB



The Garden Center Show in Milwaukee

Pictured at left are Tyler Vespa, Danielle Roffe and Dan Rehe having some fun while they learn and explore the trade show!



Tell Us About It

Dearborn Heights – The floral team: their work speaks for themselves. AMAZING. I was so happy to have chosen them for our wedding day! The centerpieces and my bouquet were so beautiful!

West Bloomfield – Nicole was a very good representative for English Gardens! She went out of her way to find a product I wanted.

Eastpointe – A+++ Quality, Friendliness, and beautiful store inside and out. Thank you, Paul and staff!

Plymouth – Clare was superb! I never would have gotten the membership cost-wise I didn't think I could afford it but Clare went above and beyond and helped me see I was saving as a new member. She was so pleasant!

Congratulations TO THE 2021 RECOGNITION EVENT WINNERS!

2021 Environmental Improvement Awards from Michigan Green Industry Association (MGIA)

*Gold Award Residential
Reconstruction \$100-250,000
Northville Residence*

*Valerie Tarquini
EG Installation Team*

*Gold Award Residential
Reconstruction \$50-100,000
Hirou Residence*

*Stephanie VanHaverbeck
Arnulfo Diaz & Team*

*Silver Award Residential
Reconstruction \$10-25,000
Massaron Residence*

*Brian Dale
EG Installation Team*



*Enrico and Marie Vespa Scholarship
Recipient, 2021-22 School Year
Noah Bak, WB*



*2021 Associates of the Year
Amy Kanakri, RO
James Wilson, LC*



*2021 Safety Award
Eastpointe*



*2021 Manager of the Year
Johnny Darin, PN*

*Thank you to all our wonderful employees for everything
you do every day to **Make Life Beautiful!!***



HOW DOES YOUR GARDEN GROW?

photo contest

Associate Photo Contest Entry Deadline Approaching!

- Send a photo of your garden to acrank@EnglishGardens.com by September 5th to enter
- Photos will be shared on our social platforms
- 6 winners will be chosen to win an English Gardens Gift Card



SEPTEMBER 1-15

PROMOTIONAL MERCHANDISE PROGRAM

Hosted by MacKellar Associates, Inc.

For questions, please contact Nicole Phillips, HR at nphillips@EnglishGardens.com | 586-233-5691

Note: Invoice and web receipt will not reflect the discounted price. This will be manually adjusted by HR and Payroll.

YOU SET THE BAR

For many of us, the month of September signals the end of summer and the beginning of fall. I look so forward to this time of year with beautiful sunny days, cooler weather and the leaves beginning to change color. We are so lucky to live in Michigan where our fall season is truly spectacular!

I know for all you this is a very busy time of the year when customers are visiting the stores wanting to winterize their gardens and purchase fall flowers and shrubs that will bring joy to us in the spring. There are so many great choices and lots of questions. This is where you and your expertise really make a difference. There have been so many times that I have

experienced extraordinary customer service in the stores and walked away with the knowledge and confidence to accomplish everything I wanted to do and came in for.

This is what sets you and English Gardens apart from everyone else. With so many holidays on the horizon and all the wonderful seasonal items in the stores, I know where I am going!

Just thought I would end with this fun fact... There are more pop and classic songs with "September" in the title than any other month.

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.

Hygiene Tips for

Mental Wellness



SLEEP

Get 7-8 hours of continuous, restful sleep. No electronic devices for 30 minutes before bedtime - electronic devices emit blue light, which is known to decrease melatonin in our bodies, the hormone needed to get tired and fall asleep.



NUTRITION

Avoid excessive amounts of caffeine and drinks high in sugar. Avoid skipping breakfast. Incorporate a healthy breakfast into your routine. Focus on fruits, vegetables, nuts, whole grains, fish, and unsaturated fats. Get lots of Vitamin D from salmon and tuna, milk, orange juice, and even being in the sun. Eat foods with omega-3 fatty acids.



PERSONAL HYGIENE

Shower daily. Brush teeth. Comb hair. Trim nails. Put on clean clothes.



EXPRESS GRATITUDE

Identify things in your life that you are grateful for. Tell others you are thankful for them.



SOCIAL SUPPORT

Maintain healthy connections. Reach out to others. Have face to face contact daily.



EXERCISE

Engaging in some form of exercise three times a week has been shown to decrease depression by up to 30%.



PLAY

Do something fun. Relax. De-stress.



STOPSUICIDEICT
a community collaborative

EVERY PLANT HAS THEIR OWN
REQUIREMENTS IN ORDER
TO GROW...



AND SO DO PEOPLE.

AIR PLANT *Care*

Air Plants, also known as Tillandsia, are some of the easiest plants to care for – but they do require some care and proper environmental considerations to thrive. While they are called "air plants" as they do not require soil and take their nutrients from the air, they still need water,



nutrients, and light to survive. Air Plants are technically epiphytes, meaning that they grow in nature on another tree, host, or object. However, they do not steal nutrients from their host, only using it as a home to grow on. Air plants use tiny vessels located throughout their leaves called trichomes to capture nutrients and moisture from the air.

Because they do not require soil (and most Tillandsia should NOT be planted in soil), it allows them to thrive in a wide range of settings and spaces. This flexibility of growth allows air plants to be used in a variety of scenarios which has led to increased popularity of Tillandsia as decorations for homes and offices.

Environment

The first thing to consider when determining air plant care is your environment. It is critical that you consider your environment when determining things like watering method and frequency. If your home is drier, you might need to water more frequently or mist daily in between soaks, whereas if your air plants are in a place where they receive abundant humidity from the air, you may need to water less.

Air Plant Species

There are species of Tillandsia, all unique in shape, size, growth patterns, and care preferences. While some air plant care tips will apply to the majority of Tillandsia, it's important to consider the air plant itself. In general, silver-leaved plants and those with a higher concentration of trichomes will do better with more light and less water, whereas the darker green plants will want more water and could be more susceptible to sun damage.

Light

One of the most important things any living creature needs is light, and air plants are no exception. If you are keeping your plants indoors, you will want to make sure that they are near an adequate light source. This can be within 3-5 feet of a window, or near an artificial light source. Take care to not let your air plants get too much direct sun, as this can be harmful, even in an indoor environment. If you are keeping your plants outside, make sure they are in a shaded area that does not receive full sun. There are only a few varieties that can handle direct sun.

Air plants love being placed in a bathroom or kitchen window (indirect light), and the steam/moisture will keep them happy! Artificial light can also be a sufficient source if the plants are not too far from the light and receive adequate amounts per day.

Watering

- As a general rule, soak your plants once a week for 30 minutes to an hour. You can use a bowl, a bucket, or your sink, just make sure that the plants can be completely submerged
- Rain or pond water is best, but you can use tap water as well. It is recommended letting tap water sit out so that the chemicals can dissipate before you water your plants. Do not use distilled or softened water to soak your plants
- After soaking, lightly shake out an excess water and set them out on a towel to dry so their leaves are facing down. Allow them to dry completely before adding them back to their terrarium, holder, planter. Etc. Excess water left in their leaves can cause them to rot
- Soaking at least once a week will ensure that air plants stay happy, healthy, and thrive!

Other Fun Ways to Use & Display Air Plants at Home

Air plant containers are not limited to glass globes or grapevine wreaths, albeit fun, there are other great ways to show off these fascinating plants.

Any container can be used to display air plants as containers function as an aesthetic partner for an air plant, but there are a few points to consider when choosing a container:

- Metal containers should be avoided because they oxidize and harm an air plant
- A container needs to be shallow enough that its sides do not block the bulk of the plants light
- Use dry material (moss, rocks, sand, etc.) to fill deeper containers so that the air plant is elevated above the container's sides