

Fresh from the Garden



OCTOBER EVENTS

**FREE SEMINAR:
TIPS FOR DIVIDING PERENNIALS**
October 5, 10am

YOM KIPPUR
October 8

EMPLOYEE DISCOUNT DAYS
October 10 & 11

**FREE SEMINAR:
INDOOR HERB GARDENING**
October 12, 10am

KID'S CLUB: HALLOWEEN PARTY
October 12, 11:30am

COLUMBUS DAY
October 14

**MAKE IT & TAKE IT:
PUMPKIN FLORAL
ARRANGEMENT**
Clinton Twp., Dearborn Heights,
Royal Oak, West Bloomfield
October 17, 7pm

**FREE SEMINAR:
GOODNIGHT GARDEN**
October 19, 10am

SWEETEST DAY
October 19

EMPLOYEE DISCOUNT DAYS
October 24 & 25

**FREE SEMINAR:
HOLIDAY DECORATING -
A SNEAK PEEK**
October 26, 10am

HALLOWEEN
October 31



OBSERVATIONS

Customer Success

by John Darin, President

A few months ago, we sent our customers a survey to obtain their feedback on our product selection and quality, as well as our customer service and their experiences within each of our stores. The findings were extremely informative. One of the key takeaways and biggest points to celebrate, is our Net Promoter score – 65. This is extremely high for a retail organization, in comparison to the competition and as a whole.

This is thanks to each and every one of you! Taking the time to create a positive shopping experience for our customers, showing them all of the items to make them successful, as well as spending the time and training to learn all of the new products season after season, is what sets us apart from the competition. Thank you for your continual focus on customer engagement.

As the Christmas season begins, make sure you spend time to review the Christmas Product Knowledge Success Training Cards, along with all of the other valuable materials provided in the Holiday Preview Training book. Utilize the customer handouts and service brochures to keep the conversations going, even after the customer leaves your store.

Your work centers are transforming from Spring/Summer into Winter Wonderlands. During this transformation, the customers deserve and expect the expert advice that they have come to rely on year after year. So, continue to excel at customer service and drive another amazing selling season through your knowledge and ability to connect with our customers in order to make them successful!

Thank you for all that you do!

Health Corner for Employees

5 Reasons to Feel Good About Eating Pumpkin



1. Vitamins

That vibrant orange color tells us something about pumpkin's health properties. Yes, it's an excellent source of beta carotene, the powerful antioxidant. Our bodies translate beta carotene into Vitamin A, which is thought to protect us from certain cancers and other diseases, too. Vitamin A is also key for keeping your eyesight keen. Pumpkin has almost 20% of your RDA of Vitamin C.

2. Energy

Pumpkins are a great source of potassium.

Pumpkin Oatmeal

This super-quick pumpkin oatmeal recipe is ready in 10 minutes. Just mix together oats and milk and microwave, stirring in pumpkin puree, pumpkin pie spice, and cinnamon sugar at the end

3. Fiber

Pumpkin is a good source of fiber, especially pumpkin seeds/pepitas. A cup of pumpkin seeds contains 12g of dietary fiber. Add toasted pumpkin seeds to salads for a tasty way to get your fiber.

Cinnamon Toast Pumpkin Seeds

Fresh pumpkin seeds baked with cinnamon and sugar for a sweet cinnamon toast-flavored treat.

4. Iron

Pumpkin seeds are also a great source of iron, and a 1 oz serving will give you 4.2mg of iron. The seeds are also an excellent source of zinc, magnesium, manganese, and monounsaturated fat.

5. Hearty Dinners

Pumpkin adds a lot of nourishment and flavor to your dinner on cold winter nights. Add it to soups, chili, pasta and risotto.

SELL FOR SUCCESS:

Make Customers Successful this Christmas Season

Suggest tie-in items 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.

Be sure to check the monthly Sales Planner for a list of tie-ins for each of our product categories. Or check the Success Training Cards that were distributed in the Holiday Preview Training booklet.

Always keep these tie-ins in mind and be ready to make a suggestive sale at every opportunity.

Remember these tips for selling add-ons:

- State **"You'll need extra ornament hooks,"** rather than asking **"Do you need any ornament hooks?"**
- 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?"**
- Let them know the benefits. **"These tree bags provide easy storage and great protection for your new tree."**

Offering Tie-In items is good customer service. The customer goes home with everything they need to complete the project with no extra trips back to the store. Tie In sales are also good for the Company. They allow us to get the entire sale and raise our average ticket. Small add-ons can make a huge difference in total sales.



We would like to wish a Very Happy 90th Birthday to Philomena Darin!!!

Mrs. Darin, Phyllis (Philomena Vespa) was born on October 14, 1929 in Bagnoli, Italy.

She traveled to the United States, at age 7, with her mom and brother (Henry Vespa).

She married John Darin, Sr. on October 30, 1948.



**COMPANY NEWS**

12 Tips to Prevent Workplace Fires,

National Fire Safety Month
October is National Fire Safety Month and while the main focus is on preventing residential fires, it is also a good time to revisit workplace fire safety and prevention.

Step 1. Get Organized – Practice good workplace housekeeping. Clutter contributes to fires by providing fuel and by preventing access to exits and emergency equipment.

Step 2. Designated Smoking Areas – Smoke only in designated areas, and extinguish smoking materials safely. Never smoke in storerooms or chemical storage areas.

Step 3. Fire Extinguishers – Maintain the appropriate type and number of fire extinguishers and learn how to properly use a fire extinguisher.

Step 4. Electrical Hazards – Report all electrical hazards. Many fires start in faulty wiring and malfunctioning electrical equipment.

Step 5. Access to Control Panels – So that the electric could be shut off easily.

Step 6. Maintenance – Maintain machinery to prevent overheating and friction sparks.

Step 7. Sprinkler Systems & Smoke Detectors – Never block sprinklers, firefighting equipment or emergency exits. Observe clearances when stacking materials. Test sprinkler systems and smoke detectors at least annually.

Step 8. Chemical Safety – Use and store chemicals safely. Read the label and the Material Safety Data Sheet to



determine flammability and other fire hazards. Provide adequate ventilation when using and storing these substances.

Step 9. Waste Control & Storage – Control the accumulations of flammable and combustible waste materials and residues so that they do not contribute to a fire emergency.

Step 10. Prevent Ignition – Use all precautions to prevent ignition in potentially explosive atmospheres such as those containing flammable liquid vapors or fine particles. Use non-sparking tools, and control static electricity as required.

Step 11. Exits – Emergency exit diagrams should be posted and emergency exits should be well lit with neon-regulation signs.

Step 12. Contact Info – Employees should have a list of emergency contact phone numbers in case of emergency.

Prevention is always better than cure and it's best to avoid catastrophe in the first place or at least minimize the damage. The simple truth is that fire emergencies and disasters can strike anyone, anytime, anywhere. So, if a fire does break out in your workplace A-C-T, Don't Panic

A - ASSESS THE SITUATION
C - CHOOSE YOUR RESPONSE
T - TAKE ACTION

Tell Us About It

Clinton Township- English Gardens has a treasure in Darlene. Helpful, personable and just a delight!

West Bloomfield- Christine presented a wonderful, fantastic program on organic gardening. She was very knowledgeable and it was a fun event!

Royal Oak- Shelley S helped me today and she was fantastic! Super helpful, friendly, and knowledgable.

Eastpointe- Kristie was awesome!!! Very knowledgable! So helpful, she was like my own personal "flower" shopper!! Loved her!

Dearborn- Stephanie was very helpful locating my account credit and helping me shop. Appreciated her going the extra mile!

Plymouth- Cori provided exceptional customer service. She was patient and extremely knowledgable. She made the shopping experience easier and pleasant. Thank you, Cori!



Eastpointe	74%
Clinton Township	91%
Dearborn Heights	88%
West Bloomfield	94% & 88%
Royal Oak	68%
Plymouth	97%
Landscape	83%
Landscape PN	74%



EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	
MANAGERS:		
10	Sean Matthews	RO
7	Tracy Campbell	WB
ASSOCIATES:		
16	Lawrence Kulpa	DB
11	Arnulfo Diaz-Lopez	LC
7	Rodney Marshall	LC
6	Jorge Ruiz	LC
5	Juan Esparza	LC
4	Erin Graebert	PN
4	Mary Carnegie	WB
3	Sarah Alatassi	LC
3	Connor Haskins	CT
3	Matthew Draper	WB
3	Steven Brincat	RO
3	Tristin Pickett	DB
2	Christine Forton	WB
2	Erin Harvey	CT
2	Margaret Thompson	CT
1	Erika Steffke	LC
1	Jennifer Neill	LC



Relationships Are Like Gardens

Last week, as I was walking and enjoying the beautiful gardens and manicured lawns in my neighborhood- I began to think about how the people in our lives are also like gardens.

Each of us is just like a beautiful flower. On our own, we can stand tall and make a statement. Some of us are delicate and need more tender care, while others are stronger and require less maintenance. Yet, when we're all put together, we complement each other. The same happens with a beautiful garden. You have a variety of hues, textures and heights coming together in a beautiful way to reflect love, patience, care and strength.

Any good horticulturist will tell you the key to creating that special garden is finding what kind of setting each flower thrives in, and then providing it. Sometimes you get lucky, and sometimes finding a group of flowers to complement each other is a matter of trial and error.

I feel blessed to have an amazing group of friends, family and staff. But I also realized that like any good garden, a good relationship demands attention if you want it to continue to bloom. I never really considered myself a great gardener, but my relationships mean the world to me. So for them, I'll put on the gardening gloves, dig deep, and give my garden of friends, family and WW team all the love and care they might need. And in return, they provide me with a beautiful garden that I will continue to treasure every day of my life.

So, relationships are exactly like gardens. Let's do everything we can to help them thrive.

- Love, love, love,
Florine Mark



NEWS from the Landscape Company

"Professionals Doing Extraordinary Work"

The Landscape Company has enjoyed a good year thus far, and we look forward to continuing that through the 4th quarter! We owe much of that success to the hard work put in by all store associates. The leads we receive from you truly fuel our success, and we ask you to continue to promote our services to help us finish strong.

October is extremely busy for us as we install last-minute landscaping, fall clean-up work, and holiday lighting. Our three largest holiday lighting jobs are underway: The Village of Rochester Hills, The Mall at Partridge Creek, and the City of Royal Oak. Beginning installation

in October for these larger projects allows us to have more time before Thanksgiving to install holiday work for new clients!

During this time, please be aware that the Landscape Podiums in the stores will have both holiday and landscaping lead sheets. For any interested customers, please assist them to properly fill out a lead with as much information as possible. Please acquire two phone numbers, the customer's address, and their email to ensure that we can contact them as quickly as possible. Also, be sure to legibly write your name on the lead sheet so we can award spiffs for any sold jobs!!

Finally, we will provide signage for your store's exterior lighting display. A reference binder for the exterior lighting display will be placed at your service desk for interested customers.

Special thanks to Ann Reimer, Annette Ferris, Amy Goodwin, Bob Walker, Christopher Scott, Christine Forton, Cori Lademan, Colleen Klaus, Colleen Sullivan, David Gruenawald, Debbie Matthews, Erin James, Erin Harvey, Eric Stanis, Greg Pizzino, Jackie Crance, Kim Milewski, Karen Carducci, Jodi Ghedotte, Jordan Vanek, John Baur, Kim Welch, Lauren Rose, Lori Tempest, Lori Heiden, Leah Debene, Leigh Pierson, Lisa Drew, Lia Irizarry, Matt Draper, Bonnie Thorp, Mary Ann Nisley, Mary Sabatini, Marie Goforth, Naomi Rudolph, Nina Welch, Patti Small, Rosie Fraga, Sarah Miller, Sara Earl, Suzanne Bazner, and Steven Alma. They all have sent us a lead in 2019.