

Fresh from the Garden

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JUNE EVENTS

LADYBUG GIVEAWAY

Saturday, June 11, 2016
 One bag of 150 ladybugs
 free with any purchase

FREE SEMINAR

The Benefits of Insects
 Saturday, June 11, 2016 at 11 a.m.
 Six Main Stores

FREE SEMINAR

Create a Garden to Attract Pollinators
 Sunday, June 12, 2016 at 1 p.m.
 Six Main Stores

EMPLOYEE APPRECIATION DISCOUNT DAYS

Enjoy 30% Off
 June 13-15, 2016

FATHERS DAY

Sunday, June 19, 2016

FIRST DAY OF SUMMER

Monday, June 20 2016

SUNRISE TO SUNSET SALE

June 22-24, 2016

HAPPY 62ND BIRTHDAY, ENGLISH GARDENS!

Thursday, June 23, 2016



OBSERVATIONS Never say "I Don't Know"

by John Darin, President



Great customer service means the ability to help a customer when she wants, with what she wants. As part of providing that service, "I don't know" shouldn't be in our vocabulary.

It's okay not to know something, but it's important that you solve the customer's problem and find the answer. If you don't know the answer, our only response should be: I will find out for you.

I was reminded of this philosophy after seeing a recent review of one of our stores on YELP:

Products: 6/5!! Variety and lots of care, you don't see pots all dried out. GIANT floral pots 12" with about 12 geraniums!!

Service: 2/5 There are two types... one is VERY knowledgeable (expert), but 80% of them are dead weight. I asked three people simple q's like "how much are these?" or "where are the shepherds hooks?" They stare at you and say, "I don't know". NEWSFLASH: if you don't know, find someone that does... if you cant answer any q's, go home. And, I heard two other ladies ask people q's and they too said "I don't know". This seems like an acceptable, a-ok answer as they walk away. Why not wear tags that say "don't ask me anything". Save me five mins.

While we were graded well on our products, we failed in service.

We receive many great comments from customers on our outstanding service, so receiving negative feedback is a good opportunity to review our standards.

Everyone should be able to answer a customer's question - whether it's where something is, how much something is, or how something grows - or find a person who can. Identify the experts in each department. Use your radios and phones to reach those people to get answers. Then stay and listen. You'll learn the answer for the next customer who asks the same question.

Never say no to a customer. We tell the customer what we can do, not what we can't do. Don't say we're out of an item, show her alternatives to what she's looking for.

Providing excellent customer service is one of the ways English Gardens stands apart from the competition. Answering a customer's questions is part of providing excellent customer service.

Thank you for all your great customer service. Keep up the good work!

John Darin



WeightWatchers® WELLNESS CORNER

REVITALIZE YOURSELF THIS SUMMER

Summer is here. And this is a time of year when most of us are looking for ways to revitalize ourselves and everything around us. And for many of us, self-revitalization starts with losing weight, eating healthy and exercise.

Just like exercise facilities, there are so many different diets out there. Some of the most popular diets include: Paleo Diet, South Beach Diet, Jenny Craig, Nutrisystem, Atkins Diet, Slim Fast Diet, Gluten-free, various detox, quick fix regimens – and of course Weight Watchers. Most of us have tried many of these diets and I just want you to know that whatever program you choose, it's important that it encourages you to eat healthy, exercise and feel good about yourself.

Of course, we all wish we could lose weight overnight. However, quick fix, unrealistic exercise and weight loss attempts are usually unhealthy and short term. I'm sure you've seen the recent news stories that report six years after participants dropped an average of 129 pounds on a popular weight loss TV show, most of them gained almost all the weight back.

At Weight Watchers, we encourage members to lose no more than 2 pounds a week, and to eat and exercise in a healthy, realistic manner. I've lost 50 pounds and kept it off for more than 30 years. I lost the first 40 pounds in four months. It took me one year to lose the last 10 pounds. What matters isn't how long it took me to lose weight, but that I did it. You can do it too.

So as you enjoy everything Michigan has to offer this summer, I encourage you to revitalize your diet by eating more fruits and vegetables, exercising, and finding ways to do something good for yourself every day.

- Love, love, love,

Florine Mark

SELL FOR SUCCESS: JUNE 2016

ENTICING EDIBLES

There are tons of questions asked when it comes to vegetable gardening. People are excited about growing vegetable gardens to produce their own fresh produce, growing veggies in pots, and square foot gardening. We want you to be able to answer the following common questions.



What kind of vegetables do you have?

We carry a complete line of veggies from Asparagus to Zucchini. Depending on the season and what type of vegetable it is, the veggies are located in several spots. For instance, Seed Potatoes and Onion sets will be in the Seed or Bulb area. But the primary location for veggies is in the shadehouse.

Can I plant my vegetable garden now?

Tomatoes, Peppers, Melons, Cucumbers, Squash and Sweet Potato plants should be planted after the frost free date, which is generally around May 20. Even after the frost date, if it is a cold, wet spring and the soil has not warmed up, those plants will not benefit from being

planted yet. Customers should buy for best selection, but maintain the plants in their containers (outside during day/inside at night) until temperatures are best for planting. Cole crops, such as



Cabbage, Broccoli, Cauliflower, Kale and Brussels Sprouts tolerate cooler parts of the growing season, as do peas, chard, lettuce and spinach. They can be planted starting in early April.

What vegetables can I grow in containers?

Nearly every type of veggie can grow in a container, provided it is big enough. Use Proven Winner Potting Mix, not garden dirt to fill the large pots. Make sure the pots have good drainage and are in an area where they receive full sun and can be easily watered. Dwarf varieties of vegetables are easier to manage in the pots and will not overgrow the container.

- Patio/Bush Tomatoes
- Bush Peas
- Dwarf carrots
- Hot Peppers
- Lettuces, Spinach and Swiss Chard
- Bush Cucumbers



GREETINGS

from the Landscape Company

PROFESSIONALS DOING EXTRAORDINARY WORK

The Landscape Company is operating at full capacity this time of year. Leads are coming in rapidly, which is a great sign as homeowners are eager to enhance their outdoor living spaces.

Much of the success can be attributed to a great marketing plan and all the hard work from the store associates spreading the landscape message. We have received about 712 total leads this year, in which 254 of them came directly from the English Gardens stores. We would like to say "Thank You" for all of you who have discussed the Landscape Company with potential customers, and sent us a lead. We appreciate it very much.

With that being said, we encourage all store associates to continue sending us leads, and we promise to do everything we can to sell a job and get you a Spiff.

We typically start to see a decline in leads toward the end of June as school gets out, and our customers begin to

take vacations. This is the time that we especially need the store staff to continue promoting the Landscape Company. Please review the following lead procedures, and share this information with any associate who may not be as familiar with the process:

When an inquiry comes in about the landscape services either by phone or in person:

1. Use the consultation forms found on the landscape podium or fill it out on our website.
2. Fill out the consultation form completely, it asks all of the questions Landscape Company needs to correctly process the lead and contact the client.

3. If the consultation form is on paper, fax it to the Landscape Company at 248-874-1411. If filling out the request online, *don't forget to hit the submit button!*
4. If faxing, wait for the confirmation and attach it to the original.
5. Send the original and confirmation to the Landscape Company through inter-office company mail.
6. The lead will then be assigned to a designer and the client will be contacted by the designer to set up an appointment.
7. If the project is sold, a Spiff will be awarded to the store employee who took the lead!



SAFETY

It's Everyone's Business

SUMMER GRILLING SAFETY TIPS

As Memorial Day Weekend approaches kicking off the unofficial start of summer, backyard chefs everywhere are dusting off their grills, eager to spring into the long-awaited barbecue season. This summer, the National Fire Protection Association (NFPA) recommends that grillers pay particular attention to safety, especially in June and July, when home fires involving grilling incidents occur most often.

"Grilling season is a great time of year for friends and families to have cookouts and tailgate, but before starting the season, be sure your grill is working properly and review safety tips," said Lorraine Carli, vice president of Outreach and Advocacy for NFPA. "Propane gas hose leaks or breaks were the leading factors contributing to gas grill fires. It is good practice to check for damage before using it for the first time each year, and to clean and check the entire grill regularly."

When grilling, NFPA suggests the following:

- Stay alert when grilling. Do not grill if you are sleepy or when you are drinking alcohol.
- Don't leave your cooking/grill area unattended.
- Keep children and pets at least three feet away from the grill area. Remove flammable materials from around the grill.



- Propane and charcoal BBQ grills should only be used outdoors.
- Grills should be placed well away from the home and deck railings and out from under eaves and overhanging branches.
- Check the gas tank hose for leaks before using it for the first time each year.
- Always make sure your gas grill lid is open before igniting.
- If you smell gas while cooking, immediately move away from the grill and call the fire department. Do not move the grill.
- If the flames go out for any reason, turn the grill and gas off and wait at least 15 minutes before re-lighting it.
- Keep your grill clean by regularly removing grease or fat buildup from the grates and trays below.

For additional information, visit www.nfpa.org/grilling or download NFPA's safety tips sheet on grilling for easy access.

MANAGER & ASSOCIATE ANNIVERSARIES



MANAGERS

- 62 John P. Darin, MO
- 34 Lynette Darin-Walker, MO
- 29 Michelle Hamilton, ACO
- 11 Chuck DeBene, RO
- 2 Nancy Cook, ACO

ASSOCIATES

- 15 Kathleen Gruden, RO
- 5 Paul Desrosiers, DB
- 5 Annette Ferris, RO
- 5 Carol Cordell, AA

ASSOCIATES

- 5 Bryce Stefanic, LC
- 2 Sean MacFarlane, DB
- 2 Brian Lindsley, AA
- 2 Rob Morency, ACO
- 1 Rhiana Pierson, DB
- 1 JoAnn Wross, WB
- 1 Andrew Cadavieco, AA
- 1 Dustyn Donnelly, AA
- 1 Jill Boback, MO



THEY TOLD US!

FROM CLINTON TOWNSHIP –

Danielle R. made my day! She was professional, determined, cheerful, and most importantly, she found what I was looking for, quickly too! Danielle should be recognized for her commitment to shoppers! BRAVO TO DANIELLE!

FROM WEST BLOOMFIELD –

Lori H. was awesome! She helped with our garden plan and types of plants. Very friendly and helpful.

FROM LANDSCAPE –

Carolyn B. did a very nice job on our renovation of the front lawn. The shrubs were very healthy and we are pleased with the design.

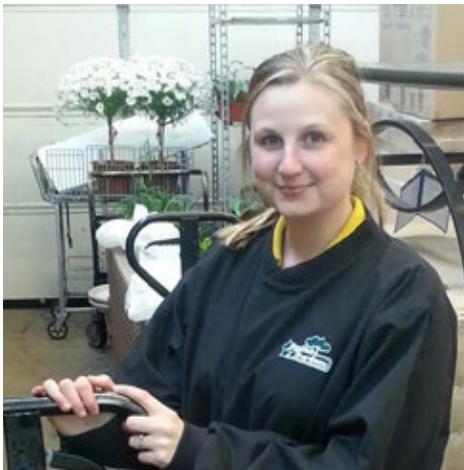
FROM EASTPOINTE –

Denise M. approached me and asked to help. She listened to my thoughts and then showed me several options that all met my expectations. I was very pleased at this point. Then she did one better and wrapped all five plants in beautiful colors and ribbons. Amazing! Thank you!

CONGRATS!

English Gardens Promotions

Please join us in congratulating **Kristie Graber** on her promotion to Manager-in-Training in Eastpointe, effective May 7, 2016.



Benefits Corner for EMPLOYEES

INCREASE YOUR MENTAL HEALTH AWARENESS

Do you realize just how prevalent mental health conditions are in the people around you? It's important to maintain sensitivity to the mental health challenges that many others face. Similarly, if you struggle with such problems, it helps to recognize that you're not alone.

Your program offers support and resources to help you and your family cope with mental health conditions.

Call today or log on to MagellanHealth.com/member

Employee Assistance Program for Professional Consultation
Call 800-356-7089
for TTY Users 800-456-4006

Magellan
HEALTHCARESM

Did You Know?

June is National Rose Month



SECRET SHOPPER SCORES

APRIL 2016

Ann Arbor	94%
Clinton Township	94%
Dearborn Heights	97%
Eastpointe	94%
Royal Oak	93%
West Bloomfield	100%
Landscape	92%