

# Fresh from the Garden

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## MARCH EVENTS

### FREE PRESENTATION

*Perennial Gardening*  
Saturday, March 6, 2016 at 1 p.m.  
All Stores

### FREE PRESENTATION

*Planting Seeds Indoors*  
Saturday, March 12, 2016 at 1 p.m.  
All Stores

### KID'S WORKSHOP

*Paint & Plant a Pot*  
Saturday, March 12, 2016  
at 2:30 p.m.  
Fee: \$5 All Stores

### DAYLIGHT SAVING TIME BEGINS

March 13, 2016

### ST. PATRICK'S DAY

March 17, 2016

### FREE PRESENTATION

*Get a Green Healthy Lawn*  
Saturday, March 19, 2016 at 1 p.m.  
All Stores

### FIRST DAY OF SPRING

March 20, 2016

### ASSOCIATE DISCOUNT DAYS

March 21-23, 2016

### FREE PRESENTATION

*Live Healthier with House Plants*  
Saturday, March 26, 2016 at 1 p.m.  
All Stores

### EASTER SUNDAY

March 27, 2016



## OBSERVATIONS Multi-channel Retailing

*by John Darin, President*



Shopping today is very different from when we opened our stores more than 60 years ago.

In 1954, there was no internet. There was no Amazon. Customers visited our stores to make purchases. Or they would call us on the phone and place primarily floral orders that we then delivered.

Today, customers have many "channels" to shop: Brick 'n mortar stores, pop-up stores, by phone, internet/web sites and even mobile apps. The retail landscape has changed, and it's important that we keep up with changing trends.

This month, we're hosting a training session to introduce our strategy on multi-channel retailing. This training is mandatory for English Gardens Leadership Team, Managers in Training and all full-time or key/lead associates.

Multi-channel retailing is a term we're using to describe the many ways a customer can shop with us – our retail stores, our online stores, and sales over the telephone. Multi-channel retailing offers a variety of engagement points for the customer to make a purchase, increase convenience, ease of sales, and ultimately profit.

We want to provide an opportunity for our customers to shop how they want to shop.

Our goal is to present these channels seamlessly and use them together to provide a consistent shopping experience for our customers.

Your Manager has information on the dates the training will be held. Look for details and the opportunity to learn more about this company-wide initiative.

We're also putting more emphasis on using our tablets in the store to help answer customer questions and look up product. We're loading information to help make your job easier. As you work with the tablets, please offer suggestions on other sites and mobile apps you'd like downloaded.

Happy Spring!

*John Darin*

# WeightWatchers® WELLNESS CORNER

## SPRING CLEANING STARTS IN THE KITCHEN

Spring is just around the corner, and it's time to get ready for some spring cleaning... spring cleaning our diets that is!

The best place to start is your refrigerator and pantry. Open them up, take a look inside and ask yourself if you like what you see. You might like the idea of all the delicious but fatty snacks, but are you proud of them? Do they make you feel good and give you energy to be the best you can be? If your answer is NO, let's start there.

Take a close look at the sugary breakfast foods, processed snacks, foods high in saturated fats and items low in protein and key nutrients. If these foods aren't the best choice for your mind, body and spirit – then replace them with foods that will increase your energy and reward your waistline. For me, that means lots of fruits and vegetables and lean protein.

Any items high in white flour, such as breads, pastas and pizzas, can be hard for your body to digest and contain very few nutrients, if any. You can eat these foods, but always practice moderation.

Try replacing white flour products with more fiber-rich options such as brown rice, quinoa, lentils and whole grains. These are much easier for your body to digest and healthier. In Weight Watchers' new, *Beyond the Scale* cookbook, there are wonderful recipes containing white-flour alternatives. Brown-rice stir-frys, whole-wheat pizzas and whole-grain spaghettis are healthier choices and taste great.

This spring, stop by your local farmers' market and take advantage of in-season fresh fruits and vegetables. It's one of my favorite springtime activities. It's so much more satisfying to buy local, fresh produce and support our local economy. Plus, you'll fit in a brisk walk.

Cleaning your diet starts in the kitchen. For meal planning ideas, attend a Weight Watchers meeting to get tips and advice from one of our fabulous coaches. If you don't want to hop on a scale, don't worry, you don't have to! We are here to help YOU on this lifelong path to healthy living.

- Love, love, love,

*Florine Mark*

# GREETINGS

*from the Landscape Company*

The Landscape Company is currently preparing for the upcoming spring rush. We have spent much of the winter implementing some changes and new ideas for 2016 that we are all very excited about. We are always aiming to better ourselves to create a more efficient operation and improve our sales. To do this, the design team is getting in touch with past clients and finishing up winter projects aimed to set us up for a successful spring.

We know the hardest thing to do in the landscaping industry is generate business during the "off season". Typically, as soon as the weather warms up, we get busy. However, please don't forget about us during the remainder of winter. We are still able to meet customers in the cold and get their projects scheduled before the spring rush. The best way for us to acquire new customers is from store leads. We have already received several leads from the stores, and we urge all associates to continue discussing our landscaping services with potential customers and



send us their information. Please inform prospects that this is a great time to contact us about our services, as the design staff can spend a bit more time with them during this time of the year. We promise to treat all clients with the same level of customer service that they experience in the stores!

Also, don't forget about our Spiff Program, where you can be rewarded for turning in a lead.

We appreciate all the help, and look forward to a successful 2016!

## SELL FOR SUCCESS: MARCH 2016

### IMPRESSIVE CONTAINERS

Containers add accent to any room or landscape. At English Gardens we carry a wide range of containers in all colors, styles and sizes to fit any lifestyle.

- Glazed Ceramic and Terra-cotta
- Plastic and Wood
- Concrete and Wrought Iron
- Foam and Resin

#### Benefits of Containers

Our selection of colors changes with the season. They add class and style to any outdoor living space or garden. Container gardens are a great way to display favorite flowers and plants in a special, meaningful way.

#### Features vs. Benefits

A feature is a characteristic of the item. A benefit is what the specific characteristic can do for the customer. Describe the **benefits** of containers to the customers.

#### Benefits of our Containers

Containers are commonly used to display flowers and plants outdoors but they can

be used indoors as well. Containers can be a great decorative item for a deck or patio. Finding a perfect spot for a container is simple and fun.

Some containers can be dramatically lit for evening entertaining. Change your yard by moving your potted plants. Containers are also a great way to protect your plants from dogs and other animals who like to dig. These are just a few of the benefits of using containers.

#### Container Guidelines

1. Some containers are located indoors and some are outside.
2. All containers are categorized under the MIIM (Major-Intermediate-Minor) Category "Containers".
3. Always get help with a container that is too large to move.
4. Coordinate containers by putting like colors and styles together. We work by the color wheel, keeping like colors together.
5. Make notes of damaged containers, and notify a Manager.
6. Clean glazed pottery with Windex or Formula 409 and a wet rag to remove dirt, once a display has been set.

# SAFETY

*It's Everyone's Business*

## NATIONAL POISON PREVENTION WEEK: March 20-26

(Source: [www.poisonprevention.org](http://www.poisonprevention.org))

Poisoning is now the leading cause of death from injuries in the United States, as reported by the Centers for Disease Control and Prevention, National Center for Health Statistics. A poison is any substance that can harm someone if it is used in the *wrong* way, by the *wrong* person or in the *wrong* amount. Protect yourself and your loved ones from accidental poisoning with these tips from the National Poison Prevention Week Council.

- Inspect your home for any medicines or household products, such as detergents, cleaning products, pesticides, and fertilizers not stored properly and correct the situation immediately. Always store medicines and household products up high, away from children.
- Buy products in child-resistant packaging if possible. Remember, child-resistant is not childproof; and is designed to keep children away from the product for a short time before a parent notices.
- If you think someone has been poisoned, call Poison Help, 1-800-222-1222, to reach your local poison center.
- Read the labels of prescription and over-the-counter medicine carefully to make sure you are not taking more than one product at a time with the same active ingredient.
- Some medicines are dangerous when mixed with alcohol. Consult your doctor or pharmacist before drinking alcohol if you are taking a prescription or over-the-counter medicine.
- Keep cleaning products in their original containers with their original labels intact.
- NEVER use food containers to store household and chemical products.
- Teach children that laundry and other cleaning products and their containers are not toys.
- Remove children, pets, and toys before applying pesticides (inside or outside the home). Follow label directions to determine when children and pets can return to the area that has been treated.
- Wear protective clothing, including long-sleeved shirts, long pants, socks, shoes and gloves, when spraying pesticides and other chemicals.
- Know the name of all household plants in your home. Remove any poisonous plants from the house and yard.

# 2015 RECOGNITION DINNER



*Ann Arbor Group*



*West Bloomfield Group*



*Debbie, Lynette and Bob*



*MO Group*



*Landscape Company Group*



*Sisters Lynette and Debbie*



*Nancy, Donna & Kim*



*Mel, Nancy, Donna & Johnny*



*Clinton Twp. Group*



*Royal Oak Group*



*Dearborn Heights Group*

# SECRET SHOPPER SCORES JANUARY 2016

Ann Arbor	87%
Clinton Twp	73%
Dearborn Hts	87%
Eastpointe	N/A
Royal Oak	100%
West Bloomfield	97%
Landscape Company	89%

## THEY TOLD US!

### FROM LANDSCAPE –

*Grand job- Tim A. and his crew, with Jeff as foreman, were spectacularly efficient and we couldn't be more pleased. It was a big, messy job, and they accomplished it with grace and excellence. Thank you for hiring these good people. Give them a raise!*

### FROM ANN ARBOR –

*Brian L. was very helpful and knowledgeable. He made our shopping experience very pleasant.*

### FROM EASTPOINTE –

*Emilee T. went above and beyond to help me. She is an asset to your company.*

# AFFORDABLE CARE ACT UPDATE



Watch Your Mail for the New 1095-C Form

As a part of the Affordable Care Act (ACA), you will be receiving a 1095-C form which confirms if your health care coverage meets the Individual Mandate requirement of the ACA. Here are the main things you need to know:

- What is a 1095-C? The 1095-C is a new IRS form that states what health care coverage was offered to whom and for what months so that, if needed, you can prove you and your dependents met the Individual Mandate for the year.
- When will the 1095-C be mailed to my home? It will be mailed in March.
- Do I need to include the 1095-C with my 2015 Federal Tax Form Filing or have it in my possession prior to filing my return? No, but you should keep it with your tax records.
- What if I do not receive a 1095-C, desire a duplicate copy, or think the information is wrong? Contact Nancy Cook at (313) 278-5244 or via email [ncook@englishgardens.com](mailto:ncook@englishgardens.com).
- What if I have questions about the Affordable Care Act? Call the Affordable Care Act Marketplace Hotline at 1-844-832-1493 Monday through Friday from 8 a.m. to 8 p.m. EST.
- How do I know if I have met the IRS requirements? Though we expect most will satisfy the IRS requirements, please contact your tax advisor if you have questions.



## Benefits Corner for EMPLOYEES

### THE SECRET TO RESOLUTION SUCCESS

If you're like most Americans, chances are you are one of the 45 percent who set a New Year's resolution earlier this year. Sadly, research shows that one in three have already ditched their goals by the end of January, and only 10 percent who fully commit to making resolutions are successful at keeping them.

So, what's the catch? If so many people are making goals but not achieving them, how can you increase your odds of attaining your goal? For starters, successful people often make sure their goal is SMART (Specific, Measurable, Action-oriented, Realistic and Timely). Rather than setting a goal of "I'm going to exercise more" which is fairly vague, try creating a goal that is SMART - "I'm going to exercise at the gym a minimum of three times a week, for 45 minutes each session this year." Adding the details to this goal helps you identify what success looks like, and can help keep you motivated.

Additionally, successful people often take the time to re-evaluate their progress. If you find you can't make it to the gym three times a week, what are your obstacles? How can you work around those obstacles? Achieving goals takes more than good intentions - it takes work and commitment. Lastly, successful people often enlist the help of a friend or family member to hold them accountable.

And of course, like everything in life these days, there's an App for that! If you're looking for some mobile tools to help you manage your progress along the way, why not try these out?

Strides • Goals on Track • irunurun

## MANAGER & ASSOCIATE ANNIVERSARIES

### MANAGERS

30 Kevin Lowman, ACO  
26 Brian Wotta, ACO  
11 James Morris, LC  
2 Holly Dentico, MO

### ASSOCIATES

28 Christine M. Miller, CT  
19 Recina Ward, ACO  
19 Karen Sexton, ACO  
11 Debra Matthews, CT  
9 Greg Gallerini, LC  
8 Laura Milliken, WB  
4 Rietta McIntosh, EP  
4 Elissa Hoffman, DB  
4 Sterling Weber, LC  
3 Melissa Morgan, AA  
3 Michelle Wieferich, CT

2 Jeffrey Pack, LC  
1 Barbara Spendal, CT  
1 Darby Ditzhazy, EP  
1 Joyce Jacobs, EP  
1 Taryn Boyd, EP  
1 Elisabeth Johnson, EP  
1 Holly Pethoud, EP  
1 Shelley Sams, RO  
1 Anson McManus, LC  
1 Angela Shoemaker, LC

