



Fresh
from the

Garden

APRIL 2015



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Upcoming Events

April

Free In-store Presentation: Pruning Tips
Sat., April 4 at 1 p.m.
All six retail stores

Easter
Sunday, April 5
Open until 5 p.m.

Annual Spring Training
Tues., & Wed., April 7 & 8
Club Venetian, Madison Heights
Mandatory Training

Free In-store Presentation:
Gardening in Containers
Sat., April 11 at 1 p.m.
All six retail stores

Make it & Take it Workshop:
Magical Fairy Garden
Sat., April 11 at 2:30 p.m.
All six retail stores

Jeans Day
Thurs., April 16
\$5 donation to Michigan Humane Society

May

Mother's Day
Sunday, May 10
Open 8.m. to 6 p.m.

Jeans Day
Thurs., May 21
\$5 donation to American Diabetes Association



Observations

by John Darin, President

Building Relationships

THE snow is gone, the weather is starting to warm up, and pansies are in the store! It's a sure sign that spring gardening is right around the corner. And our customers will be in looking for color and ways to beautify their yards and gardens.

It's our job to provide the tools they need to be successful – the right products and the right information.

Our customers have a broad range of gardening experience – from just starting out to many years digging in the dirt. We're the experts – with information and products in our store that will make their experience easier. As you work with customers, make sure they're aware of everything necessary to complete their project.

Tie-in sales are a service to the customer, not a nuisance. You know the old saying: You don't know, what you don't know. Many of our customers may not know that *Bio-tone Plant Starter* will help plants establish quicker and develop better roots. Or *Soil Conditioner* enhances the soil, which leads to bigger, healthier plants.

Do not ask the customer if they need fertilizer or soil conditioner, tell them what they need.

The right way of tie-in selling is to say "to keep those flowers blooming, you need *Blossom Booster*."

The wrong way is to say, "Do you need fertilizer to keep those blooming?" It's the same with *Bio-tone*, *Soil Conditioner* and other key add-on items.

Build a relationship with your customer and you'll keep them coming back. Use your business card to introduce yourself and invite them to visit again. You're here to make them successful.

Business cards are a great way for customers to refer you to their friends and relatives when visiting the store.

Let your manager know if you need more cards. If you need a holder to keep the cards in your pocket, contact Nancy Cook in Human Resources.

Looking forward to seeing everyone at Spring Training on April 7 & 8 at Club Venetian!

Anniversaries

April

Managers

49 John Darin, MO	9 Gary Henderson, CT
36 John Van Houten, CT	9 Gregory Pizzino, AA
15 Jill Clissold, WB	7 Becky Abercrombie, ACO
13 Paul Graebert, EP	2 Meg Gallagher, MO

Associates

23 Earl Schneider, WB	2 Joshua Oikarinen, RO
17 Gale Payne, WB	2 Marcus Steed, LD
16 Sandra Cregar, DBN	1 Glenda Allison, RO
16 Juan Gutierrez, LD	1 April Braden, RO
11 Jamey Gutierrez, LD	1 David Cooper, DBN
10 Gary Johnson, WB	1 Nate Craft, AA
5 Timothy Adams, LD	1 Lori Heiden, WB
5 Daniel Lemanski, CT	1 Tara Kelley, LD
3 Brenda Helton, LD	1 Brittany Ross, RO
2 Erik Loreto Alfafara, CT	1 Brian Sparks, RO
2 Denise Bensch, RO	1 Ashley Stone, WB
2 Carolyn Berwick, LD	1 John Suiter, RO
2 John Devitt, LD	1 Robert Zannini, LD

Landscape News

Greetings from the Landscape Company

SPRING is here and once the weather breaks, the spring rush is on!

We look forward to working with all of you this year, and ask that you keep us in mind when talking to customers. Please ask questions and listen for any clues that may indicate they need professional help with their landscape projects. The following is a refresher on the current proper lead taking procedures:



If you have a tablet or have access to a computer terminal, please fill out the lead request online through the English Gardens website. If you don't have electronic access, please fill out the printed lead sheet and follow these steps:

1. Use the consultation form found on the landscape podium
2. Fill out the form completely: it asks all of the questions we need to correctly process the lead and contact the client
3. After completing the consultation form, FAX it to the Landscape Company at 248-874-1411
4. Wait for the fax confirmation and attach it to the original
5. Send the original and confirmation to the Landscape Company through inter-office company mail

The lead will be assigned to a designer and they will contact the client to set up an appointment. When the project is sold, a spiff prize will be awarded to the store employee who took the lead. Don't forget, you also receive \$2 for every lead that you fill out properly. Thank you in advance for all of your help with this process. We look forward to a great spring!

2015 \$ELL FOR SUCCESS

Engage Customers in Conversation

WHAT GOOD LOOKS LIKE

Our business is based on our relationships with our customers. People buy from people they like! Some customers want to chat and will tell you all about their project, their life story, etc. However, some customers want to get right down to business. Keep conversation focused on their timing and interests.

When to Initiate Conversation

After the customer is greeted, give them time to "get there" by looking around the store. If a customer approaches you, give them the information they request and learn about their project to see what you can suggest. Take them to the appropriate areas. If you can't take them gesture in the direction with a flat palm.

#1 - The Project Conversation

Our store is a destination for customers who are on a mission. If their cart or basket is full know you can save them time and effort by learning about their project.

- "Looks like you are working on a project. How far along are you on it?"
- "What kind of project are you working on? I'll see if I can make it easier for you."

Encourage them to describe it in detail. The more you learn the more accurate your suggestions will be.

#2 - The Merchandise Conversation

Talk about what is in their cart or what they are admiring. Communicate about weekly specials or offer product knowledge. "Those great annuals just arrived so you'll

get the first pick. Have you planted these before?"

"I have those in a sunny spot in my garden.

"That ground cover is so easy to care for."

#3 - The Friendly Conversation

Browsing customers are typically in a good mood. Have fun with them by asking about their garden or their interests.

- "How is your garden coming along?"
- Admire their dog or child, etc.
- "How did that plant do last week?"
- "What a great day to be working in the garden. What did you come in to see today?"

Read their nonverbal signals. Give them only the attention they want.

Exercise while you Work

IT seems like everyone is spending more time at work, little time at home and even less time exercising. The all too familiar “no-time-to-exercise” excuse is popping up more often than it should.

The truth is no matter how busy you are or what your responsibilities include; there are simple things you can do to get fit – right in your workplace.

And despite any strange looks you may get from your coworkers, exercising at your desk can help reduce stress, boost your energy, and increase your concentration and productivity.

You can do stretching, muscle strengthening and even short aerobic routines right in your office. After all, the U.S. Surgeon General says that even a small amount of exercise can be beneficial to your health. Don't give up your regular workout routine. Just add desk exercises to burn more calories, tone up or take a break from the daily grind.

Here are some quick tips to getting fit at your desk:

Lower Body: Sit toward the back of your chair. Lift one leg, extending your foot straight out and hold for two seconds. Lower your foot about three inches from the floor and bring it back up again. Repeat 15 times on each leg.

Upper Body: Sit on the edge of a sturdy chair with your knees bent and arms straight. Grip the edge of the chair seat with your hands. Slip your hips off the chair and bend your elbows to a 90-degree angle as you lower your hips nearly to the floor. Slowly come back up. Do as many repetitions as you can. And remember, safety first.

Cardio: Get your heartbeat up by walking briskly down a hallway, jogging in place at your desk or taking the stairs.

Stretch: Stand with your feet shoulder width apart. Raise one arm. Bend your body to the side reaching over your head until your arm is parallel to the floor (*or as far as you can*). Hold for five to 10 seconds. Repeat this with your other arm.

— By Florine Mark,

President and CEO of The Weight Watchers Group, Inc.

Safety

Let's Eliminate Falls

THE only way to be safe from falls is to avoid falling. A simple and basic philosophy, but oh so true.

Let's explore just a few of the factors contributing to falls and their serious results. Where do these accidents occur?

Stairways

Running- carrying objects that block view of the steps- failure to use handrails- inattention. To avoid these causes of falls, look where you step, and use the hand rail.

Ladders

Select a ladder that suits the job — be sure it is in good condition — place it securely. Face the ladder and hold on when going up and down; don't reach too far out when working. When using a step-ladder, be sure it is long enough for you to stand on the second step below the top.

Scaffolds

Never erect a temporary scaffold. Even if a scaffold is to be used for only a short time, it should be as solidly constructed as a permanent structure, with plenty of uprights uniformly spaced, horizontal bracing in both directions, railings, mid-rails and toe-boards to prevent falls of workers and materials and diagonal bracing to prevent sway.

Housekeeping

A secure footing is the prime requisite in avoiding falls, and good housekeeping is essential to secure footing. Carelessly strewn nails, accumulations of wood, trash, grease, oil, etc. can lead to certain falls.

Floor Openings

Floor openings must be covered. The hole should be covered securely, with a cover big enough and rigid enough to prevent failure. It should be marked with a warning sign and every employee on the job should be warned about it.

These are but a few of the many hazards involving falls. Alertness and surefootedness are the greatest insurance against this particularly dangerous type of accident. Let's be alert.

Monthly Recipe

Fluted Lemon Cake

Ingredients:

- 1 package yellow cake mix (regular size)
- 1 package (3.4 ounces) instant lemon pudding mix
- 1 cup apricot nectar
- 1/2 cup canola oil
- 4 eggs
- 1 teaspoon lemon extract

Lemon Glaze

- 1 cup confectioners' sugar
- 2 tablespoons lemon juice

Directions:

In a large bowl, combine the cake and dry pudding mixes, apricot nectar, oil, eggs and extract; beat on low for 30 seconds. Beat on medium speed for 2 minutes. Pour into a greased and floured 10-in. fluted tube pan.

Bake at 350° for 45-55 minutes or until a toothpick inserted near the center comes out clean. Cool for 10 minutes before removing from pan to a wire rack to cool completely.

In a small bowl, combine glaze ingredients until smooth; drizzle over warm cake. Yield: 12 servings.

— Taste of Home

The Spotlight

Seasonal Flower Markets

English Gardens will be opening two seasonal Flower Markets this Spring.

The markets will be open in mid to late April and continue through early July.

We'll be venturing north to the city of St. Clair, with a location in the former Gardens and Beyond store owned by Theut's Flower Barn.

For the third year, we'll open in Commerce Twp. in the Hiller's Shopping Plaza on the southwest corner of Commerce and Union Lake Roads.

The Flower Markets will offer Proven Winner annuals; annual flowering hanging baskets with English Gardens exclusive combinations; perennials; as well as bagged soils; mulches; and garden fertilizers.

Kevin Lowman will oversee both operations.

Scholarship Opportunity Available! Enrico and Marie Vespa Scholarship Program

A Scholarship Program of the Community Foundation for Southeast Michigan

The co-founders of English Gardens, Enrico and Marie Vespa, created an endowed scholarship for employees and their dependents who are pursuing undergraduate or graduate studies. The Enrico and Marie Vespa Scholarship awards up to four \$2,500 scholarships each year.

To learn more and apply online visit: cfsem.org/scholarships

Be sure to use the online application designated for English Gardens employees and their dependents. May 1 is the priority deadline for applying.

Questions? Call 313-961-6675 or email scholarships@cfsem.org

Get social with us!



Be sure to "like" us on Facebook at: www.facebook.com/englishgardens;
follow us on Twitter at: www.twitter.com/englishgardens;
or check out our boards at EnglishGardens on www.pinterest.com.

Marketing also sends out "The Buzz" every Friday to the stores. It has information about advertising for the upcoming week.

If you have any questions or have ideas for social media, call Jennifer Youngquest: 248-855-9240, ext. 230, or e-mail at: jyoungquest@englishgardens.com

Could you use \$100?

Employee Referral Bonus

Who: All employees are eligible.

What: If you refer someone, and they are hired and work for EG for at least 60 days, you get a \$100 cash bonus!

When: New employee must be employed for at least 60 days, and then bonus will be paid out.

Note: You must notify HR prior to the new employee starting in order to get credit for the referral.

Questions: Call Nancy Cook, HR Manager at 248-703-9363.

Uniform Sale Extended

Place your order by April 8 and receive a 50% discount on all apparel and accessories.

Order on-line at www.EnglishGardens.com, on the bottom right of our home page:

Associate Login

Password: roses2015

Uniform Site

Login: english

Password: gardens

To receive the discount, you must select payroll deduction for payments.

Any questions, please call Nancy Cook, HR Manager at 313-278-5244.

Employee Appreciation Days

**Employees are entitled
to a discount of 30% OFF**

Monday thru Wednesday:

April 20, 21 & 22, 2015

May 18, 19 & 20, 2015