



Fresh
from the

Garden

SEPTEMBER 2014

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Upcoming Events

September

Free In-store Presentation
Fall Lawn Care
Saturday, September 13
10 a.m., All Stores

Jeans Day
Thursday, September 18
\$5 donation to Muscular Dystrophy

Free In-store Presentation
Fall Color in Containers
Saturday, September 20
10 a.m., All Stores

Free In-store Presentation
Planting Spring-Flowering Bulbs
Saturday, September 27
10 a.m., All Stores

October

Free In-store Presentation
Plant Care: Tips on Dividing
Saturday, October 4
10 a.m., All Stores

Free In-store Presentation
Indoor Gardening Tips
Saturday, October 11
10 a.m., All Stores

Jeans Day
Thursday, October 16
\$5 donation to Karmanos Cancer Institute

Free In-store Presentation
Putting Your Garden to Bed
Saturday, October 18
10 a.m., All Stores



Observations

by John Darin, President

**Meeting expectations –
get it right the first time.**

FOR premium brands like ours, everything we do has to satisfy the customer the first time. It's all about execution of our brand promise!

We can do all the training, planning, and talking about an idea, but unless we execute it properly and make it happen to the customer's satisfaction, it doesn't matter.

It's not good enough to just try to accomplish it; we have to succeed in accomplishing it. It doesn't matter how hard we try, if we don't succeed.

It's not enough to talk about it. We have to execute, and get it right to provide the customer experience that customers expect from our premium brand.

While traveling on vacation this summer, I experienced several examples of a premium hotel that didn't live up to their brand promise.

We were greeted at the front door by the hotel manager, and he knew all of our names. We felt very welcomed and appreciated. Our experience in the restaurant, however, fell short of their promise of premium service.

We ordered drinks, and waited far longer than necessary to be served. We saw plenty of wait staff in the restaurant, but their priority was not meeting our needs quickly.

And then our dinners were served cold. We sent the food back, and the staff recovered quickly, preparing new food for us and serving it hot. We left the restaurant satisfied, but the initial experience of cold food didn't meet our expectations. That's what we remember, not the delicious meal.

They did everything right creating the atmosphere and attitude, but they didn't execute. Our expectations were not met.

We need to get it right the first time. If you need to go back to satisfy a customer, we've fallen short.

Meeting a customer's expectation is a lot more than satisfying the customers. It's about meeting or exceeding their expectations. Just being satisfied is not enough.

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Anniversaries

September

Managers

- 20 Patrick Fairbrother, ACO
- 10 Kimberly Milewski, AA
- 6 Deborah Purdue, MO
- 1 Keven Radke, CT
- 1 James Welch, WB

Associates

- 16 Patricia Birch, CT
- 8 Vance Reisig, LD
- 6 Arnulfo Diaz-Lopez, LD
- 3 Sarah Miller, RO
- 2 Justin Charbeneau, EP
- 1 Daniel Christy, LD
- 1 Brendan Banks, WB
- 1 Virginia Field, AA
- 1 Mary Gidner, EP
- 1 Sharon Hammond, WB
- 1 Samoyay Harrison, AA
- 1 John Turner, LD

Landscape News

Greetings from the Landscape Company

SEPTEMBER is a very demanding month for the Landscape Company. We are still busy installing our award-winning landscaping projects and also signing contracts for fall clean-ups along with holiday work! As customers inquire about our services, please be prepared to discuss what we are able to do for them during this time of year. Let them know we generally install landscapes until the ground freezes; usually well into December. Remember, fall is a great time for planting. This will allow customers to enjoy their landscape for an entire season next year.



Look for our holiday decorating crews this month at the stores installing holiday lighting. The holiday light season has moved up in the calendar over the past few years and most customers are looking for installation prior to Thanksgiving. Therefore, it is very important for customers to contact us early (September is best) to get these services scheduled before Thanksgiving.

Finally, please remember that the Spiff program applies to any sale the Landscape Company completes. Any landscape, maintenance or holiday sale will get rewarded. Don't forget, your store pool receives \$1 for every lead you fill out properly. We appreciate your hard work in obtaining these leads for us, and we will work as hard as possible to get you a reward!

2014 \$ELL FOR SUCCESS

English Gardens Safety Policy

WHAT "GOOD" LOOKS LIKE

YOUR safety and the safety of our customers are priorities at English Gardens. It is important for you to know that precautions have been made to protect you from potential hazards, accidents or violence. Should you feel inadequately trained to perform a certain procedure ask your Manager.

English Gardens Safety Policy

A primary goal of this Company is to eliminate or control both known and potential safety and health hazards which our Associates face on the job.

1. Safety and health are a shared responsibility. Everyone must take ownership of their own safety and that of coworkers as a **priority**.
2. It is everyone's job to spot hazards and to correct them or report them immediately.

3. Where hazards cannot be completely eliminated, they must be reduced through safety controls or the use of personal protective equipment, such as gloves, hearing or vision protection devices.
4. As a condition of employment, each Associate must always work safely.

Practice Safety At All Times

- When you use a ladder, always wear flat soled shoes and have a person hold the ladder for you. Don't stand on the top step. Always follow the belt buckle rule: your waist should never be above the top step.
- Use installed hose reels whenever possible; store hoses properly to keep the paths clear. Keep electrical cords out of pathways.
- When lifting, use your legs. Bend from your hips and knees, not from your back. If you believe that the items is too heavy, ask for help.
- When carrying, get someone to help you with heavier boxes. Do not overdo it.

- When delivering, make sure you have enough people to move the merchandise.
- In the case of a chemical spill or breakage, clear the area, call a manager for assistance, put on protective safety equipment and take all precautions. Use the Spill Kit for cleanup.
- When creating a new display put all hardware, tools and supplies away so people do not trip over anything.
- When operating any vehicle or equipment, don't drive too fast. Operate equipment with strict attention to the rules. No unauthorized equipment operators.
- The first operator must always complete the vehicle inspection form for the forklift.
- Remove standing water or puddles and be extremely careful of ice. Put salt down on icy patches.
- Do not overload shopping carts.

Easing Into Change

MANY people have asked me how they'll know when it's the right time to make a change to a healthier lifestyle. I say, it's always the right time to do something positive for yourself. Sure, it's a big decision, but when you think of all the ways your life will get a boost, it will make the concept of change far easier to digest.

When you finally feel ready to make some improvements to your life, the most important thing is to be realistic. Never ask yourself to do something that you're going to fail at. I never do. Part of that is taking on something that's too big to begin with. While some people begin by making a laundry list of everything they want to change, it's far better to focus on one thing at a time. First make sure it's something that's possible and ultimately good for you; and then take it in small steps.

For instance, if you feel that being out of shape is something you want to change,

don't even try walking miles your first time out! Instead, walk a couple of blocks, then a few, then several. Soon enough you'll be walking the entire neighborhood, if that's what you want.

And when you become comfortable with the new spring in your step, think about stopping to meet a new neighbor along the way. Feeling good about yourself will show in your face and in how you carry yourself. It's a great thing to spread around!

Remember, change doesn't happen overnight. Nor should it. When you set realistic goals and a well-paved path to getting there, you'll be surprised at how quickly these changes become routine.

Always keep things in perspective, and never lose sight of how lucky we are to have the opportunity to create change — both for ourselves and others.

— By Florine Mark, President and Chair of Board, Weight Watchers Group

Monthly Recipe

Pumpkin Pie Pudding

Ingredients:

- 1/2 cup sugar, divided
- 2 tablespoons cornstarch
- 1 3/4 cups 1% low-fat milk
- 1 large egg
- 1/2 cup canned unsweetened pumpkin
- 1 teaspoon vanilla extract
- 1/2 teaspoon ground cinnamon
- 1/8 teaspoon salt
- 1/8 teaspoon ground nutmeg
- Cooking spray
- 1/4 cup chopped walnuts
- Dash of salt
- 1/4 cup heavy whipping cream

Directions:

Combine 6 tablespoons sugar and 2 tablespoons cornstarch in a medium saucepan over medium heat. Combine milk and egg, stirring well with a whisk. Gradually add milk mixture to sugar mixture, stirring constantly, and bring to a boil. Cook for 1 minute, stirring constantly. Remove from heat.

Combine pumpkin and the next 4 ingredients (through ground nutmeg) in a bowl, stirring well. Slowly add pumpkin mixture to milk mixture, whisking constantly. Place pan over low heat, and cook for 3 minutes or until thoroughly heated, stirring constantly (do not boil). Divide pudding evenly among 4 dessert bowls, and cover surface of pudding with plastic wrap. Chill.

Line a baking sheet with foil, and coat foil with cooking spray. Place the remaining 2 tablespoons sugar, walnuts, and a dash of salt in a small nonstick skillet; cook over low heat until sugar dissolves and is golden (about 3 minutes), stirring frequently to coat nuts. Transfer mixture to prepared baking sheet, and cool completely. Coarsely chop nuts.

Place cream in a bowl. Beat with a mixer at high speed until stiff peaks form. Top each serving with 2 tablespoons whipped cream and about 1 tablespoon nuts.

Susan Russo, *Cooking Light* • November 2010

If you have a recipe that you would like to share, please e-mail it to Nancy Cook at ncook@EnglishGardens.com

Safety

How to Drive in a Roundabout

1. These are the first signs you'll see when you approach a roundabout.



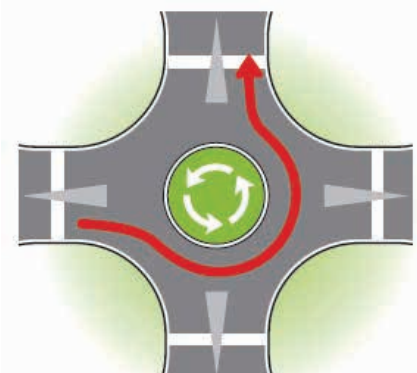
2. There will be a YIELD sign and dashed yield line. Slow down, watch for pedestrians and bicyclists, and be prepared to stop if there are vehicles ahead of you.



3. The roundabout will have ONE WAY and chevron signs mounted in the center island. They help guide traffic and indicate that you must drive to the right of the center island in a counterclockwise fashion.



4. Before you enter, look to your left and watch for vehicles already in the roundabout. You must yield to any circulating traffic. Once there is room to enter the roundabout, safely fill in the gap. Do not stop while traveling in the roundabout.
5. Upon passing the street prior to your exit, turn on your right turn signal and watch for pedestrians and bicyclists as you exit.
6. Conventional left turns are completed by traveling three-quarters (3/4) around the island as shown below.



The Spotlight

English Gardens Company Picnic Celebrating our 60 Years

August 10, 2014 • Four Star Gardens



Pink Day

We launched our annual Pink Day fundraising event on Sunday, August 17.

We're selling raffle tickets for \$1 each for a chance to win a grand prize of a \$1,000 shopping spree, or one of six \$250 shopping sprees (*one per store.*)

Every customer who purchases a ticket will receive a coupon for 30% off their purchase of all regular priced products on Pink Day, Thursday, October 9. The prize drawings will also be held that day.

Each store was given a supply of Pink Day t-shirts and hats. We encourage everyone to wear them every Sunday throughout the event, as well as Pink Day, Thursday, October 9.

We will have an employee raffle again this year, as well. Look for more details in your store as the launch date draws near.



Observations

Continued from page 1

We had an expectation for high service with the treatment we received upon our arrival, but were disappointed when it mattered most to us – getting our needs met at dinner.

Customers already have high expectations when they visit or call our stores. We've created a reputation for quality products, friendly and knowledgeable service and wide selection.

Every customer contact we make needs to live up to that.