



Fresh
from the

Garden

AUGUST 2014

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Upcoming Events August

**Free In-store Presentation
Cool Plants for Shady Areas**
Saturday, August 9
10 a.m., All Stores

EG Company Picnic
Sunday, August 10
3 p.m. to 9 p.m.,
Four Star Greenhouses, Carleton, MI

Summer Soiree
Thursday, August 14
6 p.m. to 9 p.m., WB

**Free In-store Presentation
Arranging Garden Flowers**
Saturday, August 16
10 a.m., All Stores except AA & EP

Jeans Day
Thursday, August 21
\$5 donation to Salvation Army

**Free In-store Presentation
Plants for Screening**
Saturday, August 23
10 a.m., All Stores

**Free In-store Presentation
Perennial Gardening 101**
Saturday, August 31
10 a.m., All Stores

September

**Free In-store Presentation
The Basics of Landscape Design**
Saturday, September 6
10 a.m., All Stores



Observations

by John Darin, President

AT English Gardens, we position our associates as experts. Our customers rely on our information and advice to keep their gardens looking their best.

We know that gardening can be overwhelming whether you've been at it for many years or just starting out. Our goal is to always provide our customers with information and services to make them successful. And we want to make it as easy as possible.

We're known for providing plant diagnosis and "Plantscriptions" to help care for ailing plants. Our extensive line of fertilizers and organic solutions for weed, animal, insect and fungus controls can be a bit daunting for the uneducated. It's our job to make it easy for the customer and provide them with the proper solutions.

We're committed to providing continual training on the products you're selling. And we encourage you to continue to learn about the products we sell. Most importantly, be sure to instruct your customers to always read and follow the instructions on the label.

We believe the chemicals and treatments we sell are safe when applied according to the manufacturer's instructions. If there was any doubt, we wouldn't sell the products.

We know there has been much focus in recent years on the use of neonicotinoids and their effect on the bee population.

While sudden loss of bee colonies has been documented as far back as 1869, in 2006 and early 2007, losses reached dramatic new highs. "Colony collapse disorder" was the description coined to describe what was happening in the U.S. Most of Europe reported similar large losses of honey bees. The causes of bee die-off are still undetermined, with probable causes being pesticides; mites; malnutrition; pathogens; lack of genetic diversity; urbanization (loss of habitat); immunodeficiencies; beehive transportation; electromagnetic radiation; or a combination of several of these factors.

Today, the focus of research seems to indicate a combination of factors is the cause of bee die-off. Those primary factors being researched are neonicotinoid pesticides, Varroa mites carrying viruses, and the fungus Nosema. It is still possible that other factors are causal.

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Anniversaries

August

Managers

7 Jodi Ghedotte, WB

Associates

22 Wendy Stolzenfeld, RO

7 Steven Burke, WB

6 Paul Soulsby, RO

3 Krista Forsyth, DB

2 Valerie Hitchcock, RO

1 Krista Brassell, WB

1 Theo Czajkowski, EP

1 Tracy DeNise, WB

1 Nadine Irodenko, ACO

1 Courtney Miller, EP

1 Sean Sitton, LD

1 Alexander Tompkins, RO

Landscape News

Greetings from the Landscape Company

JULY has been a very busy month for us and we expect that trend to continue into August. Leads should pick up as fall approaches and we appreciate all store associate's efforts in obtaining these leads for us. We couldn't operate without you! Because of these efforts, we have been able to hand out several spiffs to associates whose lead turned into a sale. Remember to put your name on the bottom of these lead sheets so we can reward you after the sale occurs. Please continue reminding customers about our services, and we will do our best to convert the leads into a sale!



We tend to do our best work during August, since the design staff can spend more time with each customer and come up with creative solutions. With concerns about planting in the heat, we often find ourselves designing more patios, boulder walls, water features, and night lighting systems this time of year. However, please advise customers that with a little more watering, their plants will be just fine if planted in August. We can also take this time to plan for fall installations when the weather cools down. Please let customers know we can be flexible and work around their needs.

As always, this is the time of year that we submit several projects to be judged by the Michigan Green Industry Association. We look forward to receiving numerous awards for the great work that we've done over the past few years.

Thanks again for your continued efforts in supporting the Landscape Company, and please remember to fill out those lead sheets for any interested customers!

2014 \$ELL FOR SUCCESS

Severe Weather Procedures

WHAT "GOOD" LOOKS LIKE

In times of severe weather such as thunderstorms, high winds, torrential downpours, snow storms and warnings, precautions must be taken to ensure the safety of our associates, customers and our property.

If you receive advance notice of an oncoming storm, you must do the following:

1. Greenhouse

- Roofs closed/locked
- Garage doors closed/locked
- Portable displays pulled in or secured.

2. Retail Store

- Umbrellas down
- Racks secured
- Doors closed

- Carts collected
- Windows closed and locked

3. Sales office

- Door closed/latched
- Windows closed & latched

4. Shop

- Doors closed/latched

5. Office

- Computers off
- Copier off
- Windows closed

In Case of Severe Thunderstorm

Direct customers/associates away from areas that could have flying glass or product. If a possibility of a tornado is likely, take shelter in the basement or in the sturdiest part of the store with no glass.

SHOW YOU KNOW

Demonstrate Severe Weather Procedures

Do a walk through with your Mentor & review all of the severe weather procedures for every area. Ask any questions you have to complete your check out.

DID YOU KNOW

In Case of Weather Emergencies

Stay calm.

We usually know when a storm is on its way.

Allow plenty of time to prepare for inclement weather. Do not wait for the last minute.

Work as a team!

In an emergency, the safest place for staff and customers to evacuate to is right in our own store.

A New Day

LOOK outdoors. What do you see? Do you see the blooming flowers, beautiful green grass, the sun, bright skies and all the possibilities a wonderful day can bring? Or do you see the rain, cloudy skies, fading sunlight and think: "What a terrible day it's going to be?"

Many of us wake each morning and the first thing we do is turn on the TV to find out about the weather. Or we look out the window in hopes of determining how our day will go.

I'm sure you believe you are checking the weather so you'll know how to dress appropriately or how to style your hair. But what you are truly doing is looking for a way to determine if you will have a good or bad day. You're looking for a way to determine if the day will be pleasant and easy, or long and demanding.

In my book, *Talk to the Mirror*, I write about how we can choose to have a great day. When I wake up in the morning I'm not sure at first how I feel and I don't know what to expect from my day. But as I look into my mirror – not out the window or at the TV – I start feeling the energy coming from my toes until it reaches my eyes as I say: "Florine, today is going to be a good one and you can

do anything you want if you want it bad enough."

I truly believe that no matter how terrible the weather is outside, the sun is still warm and bright in my heart and mind.

Yes, it might be a long and stressful day. And things might not go exactly the way I hoped, but it's still going to be a GREAT DAY!

This is what we should remind ourselves every day. As we go through the day, let's not focus on an upcoming vacation or the weekend when we can relax more. Let's remind ourselves how important it is for us to focus on the joys of that particular day.

It's so easy to lose sight of the good things that happen to us every day when we begin to quickly look forward to the next day, the weekend, or an upcoming event or vacation. There are things we can do to find joy and happiness in each day we are blessed to experience.

So when you are feeling bogged down, stressed out or the sun isn't shining as brightly as you'd like, remember there is still so much joy, happiness and adventure left in that particular day. But you must be willing to find it.

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

Safety

Lifting Correctly

Overexertion injuries – which most often occur when a load is being lifted or otherwise handled – account for 22 percent of nonfatal work injuries. Sprains (*stretched or torn ligaments*) and strains (*stretched or pulled tendons or muscles*) account for 40 percent of cases requiring days away from work.

The best procedure for lifting can vary depending on conditions and the size and shape of the object being lifted, which is why the National Safety Council points out the following Dos and Don'ts of lifting in all situations:

- DO design out lifting and lowering tasks in the workplace whenever possible. If the task must be performed by a worker, ensure it is done between knuckle and shoulder height.
- DO maintain good physical shape to be able to complete lifts. Employees not accustomed to lifting or vigorous exercise should not be assigned difficult lifting or lowering tasks.
- DO think before acting. Place necessary materials within reach, be sure there is sufficient space and pathways are clear, and have handling aids available.
- DO ensure a good grip on the load to be lifted. Test the weight and balance before attempting to lift, and use a mechanical lifting device or additional assistance if necessary.
- DO hold the load close to your body. Stand in a stable position with feet pointed in the direction of movement, and lift mostly by straightening the legs.
- DO NOT twist the back or bend sideways.
- DO NOT lift or lower awkwardly.
- DO NOT hesitate to get additional help from a mechanical device or co-worker.
- DO NOT lift or lower with arms extended.
- DO NOT continue lifting if the load is too heavy.
- DO NOT lift above your shoulders or below your knees.

Monthly Recipe

Tomato Mozzarella Salad

Ingredients:

1/4 cup red wine vinegar
1 garlic clove, minced
1/2 teaspoon salt
Pepper to taste
2/3 cup olive oil
1 pint cherry tomatoes, halved
1-1/2 cups cubed part-skim mozzarella cheese
1/4 cup chopped onion
3 tablespoons minced fresh basil

Directions

In a small bowl, combine the vinegar, garlic, salt and pepper. Whisk in oil until well blended. Add remaining ingredients; toss to coat. Cover and refrigerate at least 1 hour, stirring occasionally. Remove with a slotted spoon to a serving dish.

Yield: 6 servings.

— *Taste of Home*

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

The Spotlight



**Company picnic for associates & their families
to celebrate our 60th year!**

Sunday, August 10, 2014 • 3 p.m. to 9 p.m.

FOUR STAR GARDENS
1015 Indian Trail Rd., Carleton, MI 48117

Carnival games & prizes, balloon toss, tug of war, sack races,
clown, face painting & lots more!

Barbecue buffet
Beer & wine for adults 21 years & older. *(must show ID)*

SCHEDULE OF EVENTS:

- 3 p.m. Carnival games & prizes
- 4 p.m. Meet Bobo the clown
- 5 p.m. Barbecue buffet
- 6 p.m. A little friendly competition
- 9 p.m. Thanks for joining us!

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We support of the stance taken by the American Nursery & Landscape Association, the Association of Horticulture Professionals, and the Society of American Florists which is when used correctly, neonicotinoids are not only a vital part of the plant industry, but are the most effective pesticide with the lowest environmental impact on non-target insects, which includes bees.

We want to be sure that the industry and our customers are doing everything possible in order to keep the bees safe, while controlling the pests that can be detrimental to the plants we all work so hard to keep bountiful and beautiful.

At English Gardens, we love and need the bees too. We want to assure you that if something we sold was proven to be doing harm to something that is of benefit to everyone, we would be the first to take it off the shelves and look for alternatives to get the job done.

We're doing our best to learn more about the situation every day, and working with our network of growers to ensure they follow good growing practices.

The flowering plants we sell help feed the bees, and without those bees, our business would not be sustainable. We would not want to harm any living thing that is so vital to both the natural environment and our continued success.

We are working on a formal statement to help educate our associates and customers on this issue. In the meantime, if you have any questions, please let me know.

Looking forward to seeing everyone at our Company Picnic to celebrate our 60th year! See you on August 10.



English Gardens will launch our annual Pink Day fundraising event on Sunday, August 17.

We'll be 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 on our launch day and then 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.

High Place of Honor



Clinton Township displays their completed Success Training Cards in a high place of honor! 25 out of 40 cards completed!