



Fresh from the Garden

AUGUST 2015

  
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AUGUST Events

**Free Presentation: Plants
for Screening**
Sat., Aug. 15, 2015 at 10 a.m.

**Kid's Workshop: Flower Pot
Bird Bath**
Tues., Aug. 18, 2015 at 10 a.m.

**Free Presentation: Cool Plants
for Shade**
Sat., Aug. 22, 2015 at 10 a.m.

**Free Presentation: Add Fall
Color to Container Gardens**
Sat., Aug. 29, 2015 at 10 a.m.

Employee Appreciation Days
30% off Purchases
August 24-26, 2015

Observations Business Cards

by John Darin, President



In today's technology-driven, uber-connected world, there's something very powerful about a simple business card. Small, thin, printed with your name, it's a valuable tool that can help you connect with customers.

Several years ago, we made a decision to order personalized business cards for everyone who works at English Gardens.

Here are a few ways to use your cards:

1. Save a few for posterity. This may be your first job. Five, 10, 15 years from now, it will be interesting to look back on different positions you've had over the years.
2. Give them to your friends and family, and invite them to shop at our stores.
3. Keep them handy, so they're ready to distribute. Our HR department has business card holders so you can keep them organized.
4. Offer your card to customers to help establish rapport and develop repeat business.
5. Enclose your business card in "Thank You" notes you're sending to customers who've made a large purchase.

If you would like to share other ways you've used your cards, please send me an email at jdarin@EnglishGardens.com.

Hope everyone's having a great summer! The weather has certainly been beautiful!

John Darin



AUGUST *Anniversaries*

MANAGERS

8 Jodi Ghedotte, WB

ASSOCIATES

23 Wendy Stolzenfeld, RO

11 Becky Menger, RO

9 Karen Carducci, AA

8 Steve Burke, WB

7 Paul Soulsby, RO

7 Arnulfo Diaz-Lopez, LC

4 Krista Forsyth, DB

2 Tracy DeNise, WB

1 Tara Dudley, DB

1 Eric Ferreira, LC

1 Juan Andrade, LC

Landscape News

Professionals Doing Extraordinary Work

The Landscape Company has been busy throughout July, and we are expecting this to continue into August. Leads will pick up as fall approaches.

We appreciate all your efforts in obtaining leads — we simply couldn't operate without them! Because of this, we've been able to give several Spiffs to associates whose leads turned into sales. Be sure to put your name on the bottom of these lead sheets so we can reward you once we've made the sale. Please continue reminding customers about our services, and we will do our best to convert that lead into a sale!

August is often when we do our best work. Our designers can spend a bit more time with each customer, and develop some very creative solutions.

2015 \$ELL FOR SUCCESS

Answer Requests with a "Yes!"

No matter what the request is, it is your job to see that the customer is handled with care and concern. You may not have the authority to make decisions to honor some of the customers' requests, so get your Manager involved to ensure that the request is handled to completion. Your Manager is authorized to make difficult decisions, make exceptions and take immediate action.

Always Look For Ways To Say "Yes!"

Look For New Opportunities

If you find that there are requests being made frequently and the store is not providing merchandise or service policies to fill that need, be sure to share that feedback by reporting Lost Sales. Fulfilling all requests may not always be possible; however, it is important to stay closely tuned in to customers' requests.

Even when the matter is in the Manager's hands, follow up to learn the outcome.

Every customer request gives you an opportunity to learn. You are responsible to the customer for delegating upward and seeing that the situation is completed to their satisfaction.

We often find ourselves designing more patios, boulder walls, water features, and night lighting in the summer. Some customers are concerned about planting during summer's heat. We tell them plants may need a little more watering, particularly if it's really hot, but there's no need to worry. We're also planning projects for when the weather cools. Let customers know we are flexible and we will work around their needs.

Holiday lighting season is right around the corner. We start installing lights toward the end of September. If you have any interest from customers, make sure they contact us early if they want a specific installation date.

We are also planning to submit several projects for Environmental Improvement Awards from the Michigan Green Industry Association. We're hoping to be honored with several awards for the great work we've done over the past few years.

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

Always do more than the customer expects.

According to the law of "sowing and reaping" we always benefit by putting more into our business than we take out. For example, staying late, without rushing a customer who is still making decisions. We can exceed our customers' expectations by caring more about their satisfaction than our own comfort.

- Be a fun, lively and enthusiastic person.
- Surprise them.
- Give your attention, knowledge and service generously.
- Do whatever it takes to make your customers' experiences great.

Customers Love To Hear The Words, "Yes," Or "It's My Pleasure."

What We Get Out Of Retail

Serving customers and working with the public is definitely not an easy job. Many times you may stop and think, "Is this worth it?" The only answer is "Yes!"

- You are learning how to relate to all types of people, their moods, their temperament and their needs.
- You are building character and learning how to get along with every type of person on the planet.
- You will have this base of experience to build upon for the rest of your life.

WeightWatchers® Wellness Corner

Summer is here and so is the opportunity to take cooking outdoors. And, contrary to what some people think, you don't have to be an expert chef to create a great meal right in your own backyard.

Summertime grilling is a great time to think "outside the box" when preparing meals. When you think beyond hamburgers and hot dogs, you'll find that you can grill fish, chicken, vegetables, beef, kabobs and so much more — right on a grill. Even fruit, such as pineapple and apples, cooks up for a healthy addition to your outdoor meal.

Did you know grilling can be one of the healthiest ways to prepare a meal? Well, it can. Grilling creates wonderful flavors without adding fat and calories, making it one of the healthiest cooking methods around. When you grill, you eat less fat because the excess drips off the grates instead of staying in the pan where it has nowhere to go.

Safety

WHAT'S YOUR SUN SAFETY IQ?

Sun safety is not just for vacation. Are you sun-safe every day? Take the American Cancer Society's quiz and find out.

1. **True or False:** I can't get skin cancer, because my normal routine (such as work, drive to work, hobbies, and vacations) doesn't include any outdoor activities.

The Correct Answer is **FALSE**.

Dermatologists say brief sun exposures all year round can add up to major damage for people with fair skin. And some of the sun's ultraviolet (UV) rays can even pass through windows, so driving or even sitting by a window during peak sun hours, 10:00 a.m. to 4:00 p.m., can expose your skin to damaging UV rays if the sun is shining directly on you.

2. **True or False:** If I'm wearing sunscreen, I can stay in the sun as long as I want.

The Correct Answer is **FALSE**.

It's not smart to broil in the sun for several hours, even if you are wearing sunscreen. These products don't provide total protection from ultraviolet (UV) rays. The American

Vegetables prepared on the grill retain more vitamins and minerals. The high heat from the grill seals in moisture and keeps food tender so there's no need to add oil or butter and you're less likely to add sauces or other condiments.

So get more creative this summer when you venture outdoors. Use your grill and great weather as a way to create simple, fun, healthy meals, spend quality time with friends and family AND exercise. Yes, I said exercise!

Cooking and eating outdoors not only gets you outside, it also encourages you to get active. Some people enjoy playing outdoor games with their kids, taking a dip in the pool or even doing yardwork, while their meal cooks nearby on the grill.

There are so many benefits to grilling outdoors. I hope you enjoy these tips offering you great ideas to get outside during the wonderful weather. At Weight Watchers, we teach that responsible food choices and healthy meal selections do not have to compromise great taste, flavor, fun and time.

— By Florine Mark,
President and CEO of
The Weight Watchers Group, Inc.

Cancer Society recommends that people seek shade and limit time in the sun at midday. Also, cover up with a shirt, wear a wide-brimmed hat, use a broad-spectrum sunscreen rated SPF 30 or higher, and reapply it about every 2 hours. And don't forget sunglasses for eye protection.

3. **True or False:** A sunscreen labeled SPF 15 blocks more UV radiation than one labeled SPF 30.

The Correct Answer is **FALSE**.

The Sun Protection Factor (SPF) describes how well a sunscreen protects against UVB rays (although it says nothing about protection from UVA rays). SPF 15 sunscreens filter out about 93% of UVB rays, while SPF 30 sunscreens filter out about 97%. Be sure to choose a broad spectrum product that blocks both UVB and UVA light. It's also important to use enough sunscreen and to reapply it often, especially if you are sweating or swimming.

4. How often do I need to reapply water-resistant sunscreen?
 - a. Every 2 hours or sooner
 - b. After sweating or swimming
 - c. After I towel dry
 - d. All of the above

AUGUST Recipe

COCONUT PEACH LEMONADE SLUSHIES

Ingredients

- 1 C. Fresh Lemon Juice
- 1 C. Water
- 1 1/3 C. Sugar
- 2 Ripe Peaches, pits removed
- 40 Ice Cubes
- 1 1/4 C. Coconut Milk
- 2/3 C. Cream of Coconut
- 1/4 C. Water (if needed)

Directions

1. Place the lemon juice, sugar, and 1 C. water in a small sauce pan. Bring to a boil and stir until sugar is dissolved. Remove from heat.
2. Place the peaches in a blender. Pour the lemon syrup over them and puree until very smooth. Run the mixture through a fine mesh sieve to remove skins and pulp. Refrigerate until cold.
3. Place ice cubes in a high speed blender. Add the coconut milk and cream of coconut and blend until smooth and slushy. You may have to stop the blender several times and push the ice down with a spoon. If you need more liquid, add water to the mixture.
4. When coconut mixture is smooth, spoon it into 4 to 6 glasses.
5. Pour the cold peach lemon syrup over the top, using a wooden skewer to help push a few lines of syrup down the inside sides of the glass.

- thekitchenmccabe.com

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Benefits Corner

English Gardens Associates: Do you have questions about your benefits? Do you know about all the benefits that are available to you? Here is a handy list of all our benefits providers, along with contact information. Remember, your friendly HR department is always here for you, too!

Total Health Care

Phone: 800.826.2862

Website: thcmi.com

VSP (Vision)

Phone: 800.877.7195

Website: vsp.com

Principal (Dental)

Phone: 800.843.1371

Website: principal.com

Sun Life Financial (Life, AD&D, LTD)

Phone: 800.247.6875

Website: sunlife.com

Flexible Spending Account (Benny)

Phone: 877.827.1414

Website: activabenefits.com

Benny card website: activabenefits.com/benny

The Standard (401K)

Phone: 877.805.1127

Website: standard.com/retirement

Aflac (Trudeau & Associates)

Phone: 586.541.4500

Website: aflac.com/englishgardens

Legal Shield (Tracy Katz)

Phone: 248.225.9407

Website: legalshield.com

Ulliance (Employee Assistance Program)

Phone: 800.448.8326

Website: lifeadvisorapp.com



They Told Us!

Each month we will be sharing some recent customer comments from "Tell Us" cards we have received. Thanks to all our Associates for providing top-notch customer service!

From Clinton Township...

"My sincerest compliments on the outstanding service and explanations of various Hosta species provided by your employee, Barbara S. She was extremely kind (and patient) with my numerous questions. Barbara was a pure delight and very helpful!"

From Ann Arbor...

"Karen C. and Erin G. were exceptionally friendly, genuinely helpful and caring. They went out of their way to provide ideas/suggestions and provide outstanding customer care. Thank you! Their manager is also to be commended."

From Royal Oak...

"This is a comment on Janet K. She is a credit to your company. I needed to sit down (I am physically handicapped). She walked me to a chair and then finished with my transaction — walked me and my purchase to my car, loaded my car and waited till the car started. NOW THAT'S SERVICE!"



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The Correct Answer is **ALL OF THE ABOVE.**

For best results, most sunscreens need to be reapplied about every 2 hours or sooner, but be sure to check the label. Sunscreens labeled "water-resistant" are made to protect you from burning when you swim or sweat, but may only last for 40 minutes. Also, remember that sunscreen usually rubs off when you towel dry.

5. **True or False:** Getting a "base tan" at an indoor tanning salon is as good way to prevent sunburn when I go to the beach later this summer.

The Correct Answer is **FALSE.**

Our experts say a "base tan" gives you very little protection against sunburn. Also, tanning itself injures the skin. What you don't see is UV damage to deeper layers, where it builds-up from every tan and burn you've ever had. There really is no such thing as a "safe tan."

Source: <http://www.cancer.org/healthy/toolsandcalculators/quizzes/sun-safety/index>

Happy Retirement!

This spring, after 27 years of service, Paul Kunert retired from his position as 'Garden Center Guru' and 'Maniac Merchandiser' at CT. Along with his awesome customer skills and many followers, customers are still coming into the store asking for 'The Doctor on Duty' aka Paul. As you can see, he had many titles during his tenure with English Gardens!

We thank Paul for his dedicated service to English Gardens and wish him the best of luck in his retirement!

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