



Fresh
from the

Garden

JULY 2015



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Upcoming Events July

Free In-store Presentation: New
Plants for 2015
Sat., July 11, 2015 at 10 a.m.

Free In-store Presentation: All
About Hydrangeas
Sat., July 18, 2015 at 10 a.m.

Kid's Workshop: Create a Garden
Game: Tic Tac Toe
Tues., July 21, 2015 at 10 a.m.
\$15

Free In-store Presentation:
Perennial Gardening 101
Sat., July 25, 2015 at 10 a.m.

Employee Appreciation Days
July 27, 28 & 29

MEET JAMIE DURIE

Appearance & book signing by
Jamie Durie, Award-winning
Landscape Designer

Saturday, July 25, 1 p.m. to 3 p.m. @
Royal Oak

Friday, July 24, 6 p.m. to 8 p.m. @
Royal Oak

Free Exclusive Event for Garden Club
members

Sign up in-store or online
Read more about Jamie Durie in
English Gardens Blog. <http://www.englishgardens.com/blog/meet-jamie-durie.html>



Observations

by John Darin, President

Monthly Bonus Plan

We launched our new Monthly Bonus program for our store teams earlier this year. The goal is to improve the sales of our company, and put more money in everyone's paycheck. The program includes four way to put more money in your pocket:

- \$5 for each full-priced Garden Club membership sold
- \$2 for each valid Landscape lead
- \$1 for each new E-mail address captured
- \$1 for each unique item captured on the Lost Sales Report.

Remember, the more you participate in these programs, the more money you'll earn! Be sure to ask your manager if you need more information on this program.

SUCCESS TRAINING

As our customer count decreases, it's a great time to review training cards to brush up on your skills or learn a new aspect of the store.

This summer, we're introducing Manager Training Cards to our Success Training program. These cards contain important information to help our leadership team grow in their roles as managers.

MITs are encouraged to use those cards as well. Look for more details throughout the summer.

We've also released our calendar for 3rd quarter training. If you're a Manager, Manager in Training, or interested in becoming one, be sure to review the schedule and take advantage of these opportunities.

CUSTOMER EXPERIENCE

I've encouraged everyone to share stories of exceptional customer service. Thanks to Jodi Ghedotte, General Manager of West Bloomfield for telling me about her experience with Fisher Price.

"I purchased a swing 5 years ago, before my son was born. He napped in that swing every day for 5 months. I set it up again to use when my daughter was born and have been using it since.

"A couple of days ago, the motor quit working. I contacted Fischer Price through their Facebook page to see if I could replace the motor. They responded immediately and after some Q&A, offered to send a prepaid package so that I could send back the legs. Once they receive the parts they are sending me an entirely new swing at no charge!"

Anniversaries

July

Managers

41 Matt Borden, DBN

23 Jennifer Youngquest, MO

14 Donna Pierce, RO

6 Nick Banks, WB

Associates

10 Tyler Vespa, WB

10 Cheryl Higbee, RO

7 Annette Wilt, DBN

6 Kristie Graber, RO

6 Nicole Bogart, WB

4 Jordan Macintosh, CT

4 Doug Watterson, RO

3 Lois Primeau, RO

3 Carmelo Andrade, LD

1 Cathy Seltz, WB

1 Anna Warren, EP

1 Daniel Miller, DBN

Landscape News

THE Landscape Company has enjoyed a successful first half of the year. We've had a great couple of months, and are poised to have a great second half.

We are definitely busy heading into July. The challenge is to keep that momentum going through the summer months. This can be more difficult, as the phones are ringing less, and fewer customers are entering the stores.

However, it's still a great time for us to design and install beautiful landscaping. Please stress this message with potential customers. Let them know it's not too hot to plant. Our designers commonly have more time to spend with them on each project. In fact, we often produce our best work during this season!

Please remember to fill out a lead for any potential customers. We will do our best to get you rewarded with a Spiff!

2015 Spiff Program:
\$1000-\$5000 = \$10 gift card
\$5000-\$25000 = \$20 gift card
\$25000 and up = \$50 gift card

Professionals Doing Extraordinary Work



You also receive \$2 for every lead that you fill out properly!

Our designers will continue to make our weekly store visits throughout the summer, so please ask them any questions you may have about the Landscape Company.

We are also happy to present the popular "All About Hydrangeas" seminar on Saturday, July 18 at the WB, CT & DB stores. In addition, we are also giving the "Plants for Screening" talk at the DB, WB, CT & RO stores on Saturday, August 15.

Enjoy the summer, and please continue to tell customers about our award-winning Landscape Company!

2015 \$ELL FOR SUCCESS Loading Vehicles & Managing Carts

WHAT GOOD LOOKS LIKE

Guidelines For Loading A Vehicle

1. Don't load any material in a customer's vehicle until they have paid for their purchase. Verify the purchase on the receipt. Initial the receipt after it is loaded.
2. Take the customer and the merchandise to their vehicle. In the Loading Area, direct customer vehicles to the most efficient location for loading their item(s).
3. Stop and evaluate the loading project. What is the size of the vehicle? Will the merchandise fit? Do we need another person to assist in lifting and loading? if so, get on the radio and ask, "May I have Customer Loading assistance to parking lot, please?" Always get assistance whenever necessary. It is better to be safe.

4. Be certain to have control of your cart before loading a customer's vehicle. Unload from the front of the cart first.
5. Take utmost care of the vehicle and the merchandise. Use trunk liners.
6. When you are loading trees or large shrubs in trucks lay down the trees or shrubs in the vehicle so they won't blow over. Ask if the customer has a tarp and help secure the load. If not, wrap foliage with designated protective wrapping material.
7. Secure with twine, burlap, boxes, etc.
8. Learn the "Broken Bag" policy.
9. After loading the vehicle say, "Thank you for coming to English Gardens," and invite them back.
10. If the customer offers a tip, you may accept it. (They must have liked the service.) However, do not expect or solicit a tip.

Make It A Habit To Collect Carts

On your way back from assisting customers, return any carts to their designated areas. Check for other customers unloading carts in the parking lot and ask if they need assistance. You can return the cart for them, too. They will appreciate your courtesy.

Do Not Sell To Customers At Loading

It is against our policy and grounds for immediate dismissal to take cash for additional items in any situation. The customer may say, "I'll give you \$10 if you throw in a few more bags/bales." You will say, "It is against policy. You can purchase more at the register."

Take Advantage of the Great Outdoors

THIS is the time of year when most people start thinking of ways to put away the old, and take part in something good, something new.

Getting rid of the “old” could mean doing away with old clothes, old shoes, an old hairstyle and old habits. You can’t go wrong when you look for ways to do something that will help you feel good about yourself and everything around you.

For me, feeling good about myself means enjoying a healthy meal, going for a walk, spending time with family and friends, refreshing my landscaping, planting flowers, and mostly importantly donating my time to help others.

It also means being adventurous enough to try something new, and courageous enough to get rid of something that no longer works for me.

As the season heats up, let’s look for ways to get rid of the old and take in the new. That could mean losing weight, eating healthy or even bring fresh flowers into your home from your garden each week.

Whatever you decide to do, make sure it’s something that makes you great on the inside and out.

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

Safety

Preventing Heat Illness

HEAT ILLNESS CAN BE DEADLY. Every year, thousands of workers become sick from exposure to heat, and some even die. Heat illnesses and deaths are preventable.

What is heat illness?

The body normally cools itself by sweating. During hot weather, especially with high humidity, sweating isn’t enough. Body temperature can rise to dangerous levels if precautions are not taken such as drinking water frequently and resting in the shade or air conditioning. Heat illnesses range from heat rash and heat cramps to heat exhaustion and heat stroke. Heat stroke requires immediate medical attention and can result in death.

How can heat illness be prevented?

To prevent heat related illness and fatalities:

- Drink water every 15 minutes, even if you are not thirsty.
- Rest in the shade to cool down.
- Wear a hat and light-colored clothing.
- Learn the signs of heat illness and what to do in an emergency.
- Keep an eye on fellow workers.
- “Easy does it” on your first days of work in the heat. You need to get used to it.

If you’re new to working in the heat, returning from more than a week off, or it’s the first day of a sudden heat wave, it’s important to get used to the heat gradually. Working in full sunlight can increase heat index values by 15 degrees Fahrenheit. Keep this in mind and plan additional precautions for working in these conditions.

Anyone exposed to hot and humid conditions is at risk of heat illness, especially those doing heavy work tasks or wearing bulky protective clothing and equipment can be affected by a heat illness. Some people may be at greater risk than others if they have not built up a tolerance to hot conditions. Everyone may be affected during a heat wave.

Remember these three simple words: Water, Rest, and Shade. Taking these precautions can mean the difference between life and death.

Monthly Recipe

Three Cheese Peach & Prosciutto Pizza with Basil & Honey Balsamic Reduction

Ingredients

- 1 (16 oz) pizza dough, homemade or store bought
- 1 Tbsp olive oil
- 1 clove garlic, finely minced
- Salt and freshly ground black pepper
- 3 oz prosciutto
- 4 oz ricotta cheese (1/2 cup)
- 5 oz fresh mozzarella, diced into small cubes
- 2 oz asiago cheese, shredded (1/2 cup)
- 1 1/2 medium fresh peaches
- 1 cup balsamic vinegar
- 1/4 cup honey
- Flour, for dusting
- 1/3 cup slightly packed fresh basil leaves, chopped

Directions

Place pizza stone in oven and preheat oven to 450 degrees. Let pizza stone preheat with oven and rest 30 minutes (assemble pizza during last 10 minutes or so).

Meanwhile, pour balsamic vinegar and honey into a large and deep skillet. Set skillet over medium heat, allow mixture to cook and simmer, until reduced to slightly under a 1/2 cup, about 15 minutes (I recommend using a silicone spatula to stir, so you can scrape bottom and sides of pan while stirring. Stir mixture occasionally during first 5 minutes, then stir constantly during last 10 minutes).

Lightly dust a sheet of parchment paper (about 14-inch long) with flour. Stretch and shape dough into a 12 1/2-inch round. In a small bowl, stir together olive oil and garlic. Brush mixture evenly over top of crust, working to evenly distribute garlic. Season crust lightly with salt and pepper. Layer prosciutto over crust into an even layer, aligning pieces side by side (if they overlap slightly that’s fine). Dollop small portions of the ricotta over pizza, then sprinkles with mozzarella cubes and asiago cheese.

Cut peaches in half and core. Laying peaches with sliced side down, cut peaches into slices (slightly over 1/4-inch thick). Layer peaches evenly over pizza. Using a pizza peel, transfer pizza on parchment to preheated pizza stone in oven. Bake 10-12 minutes until edges are lightly golden.

Remove from oven, sprinkle with fresh basil, and drizzle with honey balsamic reduction (store left over reduction in fridge). Cut into slices and serve warm.

— Cooking Classy



Would you like an extra \$500 in your pocket?

Landscape Company Referral **BONUS** Program

The **BONUS** Program is as easy as 1-2-3!

1. Refer a NEW employee to our Landscape Company.
2. That person is hired and works 60 DAYS.
3. YOU RECEIVE \$500!

That's it! It's that EASY!

Note: \$500 referral bonus is valid for new Landscape Company employees only, not retail. Effective for employees hired after 6/24/15.

Operation: Random Acts of Kindness

The littlest things make the biggest difference — and set your self apart. Find out more.

It doesn't take much to put a smile on someone's face. Each one of us in a position to do something good for another — share a random act of kindness with people you encounter every day.

From a simple compliment, to a great belly laugh, to a warning about not parking in the lot across the street — your kindness can have a ripple effect that you can't imagine. You can have a lasting impact on the people whose lives you touch.

Here's a few ideas to get you started.

10 Random Acts To Get You Going

1. Praise a co-worker with meaningful acclaim

2. Write and mail a thank you note
 3. Ask how someone is doing, mean it and listen to their response
 4. Bring baked goods to work to share with everyone
 5. Buy a mixed bouquet of flowers and give them away, one at a time
 6. Tell a mom she is doing a good job (bonus if her kid is crying)
 7. Kindly tell a stranger they have spinach in their teeth, their tag is showing, etc.
 8. Feed the meter for your customer, or any car parked in front of your store
 9. Buy a cup of coffee for the next person in line
 10. Weed your neighbor's yard
- Shared from Cindy Valerio, representing Melrose International



Continued from page 1

I talk a lot at our up front meetings about going the extra mile for our customers and that sometimes it might cost us a little extra to do so but in the end, we've spent far less to satisfy a loyal customer than it takes to seek out a new one. I am so very impressed with their service that you can bet I will continue to buy their products."

If you have a story to share, send it to me. We can all learn from what others are doing!

Have a great July!

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