

Fresh from the Garden

NOVEMBER 2015



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NOVEMBER Events

6th Annual Ladies Night
Thurs., Nov. 5, 2015 at 5 p.m. to
8 p.m., Royal Oak Store

**Make It, Take It Workshop:
Grapevine Wreath**
Sat., Nov. 7, 2015 at 11 a.m.

**Make It, Take It Workshop:
Holiday Bow**
Sat., Nov. 7, 2015 at 1 p.m. & 3 p.m.

**Make It, Take It Workshop:
Holiday Bow**
Sun., Nov. 8, 2015 at 1 p.m. & 3 p.m.

5th Annual Ladies Night
Thurs., Nov. 12, 2015 at 5 p.m. to
8 p.m. Clinton Township Store

**Make It, Take It Workshop:
Christmas Evergreen Wreath**
Sat., Nov. 14, 2015 at 11 a.m.

**Make It, Take It Workshop:
Holiday Bow**
Sat., Nov. 14, 2015 at 1 p.m. & 3 p.m.

**Make It, Take It Workshop:
Holiday Bow**
Sun., Nov. 15, 2015 at 1 p.m. & 3 p.m.

**Make It, Take It Workshop:
Kitchen Herb Garden**
Sat., Nov. 21, 2015 at 10 a.m.



Observations Great Customer Service

by John Darin, President



It's a busy time of year. Our stores are set for Christmas season, and you'll find yourself very busy with shoppers visiting us.

Now is the time to shine with great customer service.

We have to satisfy customers or they won't return. Customers have many options. We need to make everyone's shopping experience exceptional.

That includes making sure that customers leave with everything they need for a project. Everyone is time-starved this time of year. Make an extra effort to remind your shoppers of things they'll need:

Here's a quick checklist.....there are other suggestions on page 2.

- Lights = extension cords
- Icicle lights = gutter clips
- Life-like trees = storage bags
- Ornaments = ornament hooks

Providing tie-in sales and suggesting other items customers need to complete their project is true customer service.

Right now, it's more important than ever.

John Darin



NOVEMBER *Anniversaries*

MANAGERS

- 36 Dean Darin, MO
- 36 Frank Janosz, MO
- 12 Nancy Bacinski, RO

ASSOCIATES

- 22 Ron Worth, DBN
- 10 Jennifer Lau, RO
- 3 Lauren Rose, RO
- 2 Michelle Krason, CT
- 1 Marissa Campitelle, DBN
- 1 Patty Carnegie, WB
- 1 Rebecca Nosanchuk, WB
- 1 Paula Kus, CT
- 1 Megan Maggetti, EP
- 1 Sherry Kernohan, RO

Landscape News

Professionals Doing Extraordinary Work

November is a fast-paced month for the Landscape Company. We are finishing landscape installations, but most of our attention is focused on the upcoming holiday season.

We are currently installing holiday work for many of our existing customers, but have room for new work. Tell customers it's best to contact us as early as possible to get their job scheduled. We typically can meet customers and present them with a quote within a week of them contacting us!

Store associates are crucial for our success for the remainder of the year. Please apply what you learned during the Holiday Preview to explain the services we provide. When helping customers fill out the leads at our podiums, make sure to clearly write their name, address, two phone numbers and an email address with a description of the work they'd like done. Also write down your name so we can reward you with a Spiff, if the project is sold!

We have signs in front of the outdoor trees we have lit at the stores. These signs will give customers a general idea of the cost of our services. They also have the amount of product to professionally light certain trees.

2015 \$ELL FOR SUCCESS

MAKE CUSTOMERS SUCCESSFUL: CHRISTMAS

Suggest tie-in items to make sure customers have everything they need to be successful in their holiday projects, whether decorating the tree, lighting the exterior, or wrapping gifts.

Always keep these tie-ins in mind and be ready to make a suggestive sale at every opportunity. Remember these tips for selling add-ons:

- State "You'll need extra ornament hooks," rather than asking "Do you need any ornament hooks?"
- Whenever appropriate, put the suggested item in the customer's hands. You might ask "Have you seen how that tree skirt has this matching ribbon?"
- Let them know the benefits. "These tree bags provide easy storage and great protection for your new tree."

There are several lighting ceremonies planned for November. We invite all associates to attend; they are always fun events for families, and a great way to get into the holiday spirit.

Sunday, November 8, 2015: *The Mall at Partridge Creek*

- This event is traditionally the busiest, and a lot of fun. Lights will go on shortly after dusk. Plan to arrive at least an hour in advance to get a parking spot.

Friday, November 20, 2015: *The Village of Rochester Hills*

- Lights will go on shortly after dusk, and there is typically enough parking within the mall. Santa will arrive once the lights are on, and will be available for family photos in the Snug.

Wednesday, November 25, 2015: *City of Birmingham*

- This is the first year that English Gardens is lighting trees in Shain Park. Santa is available for photos.

Thursday, December 3, 2015: *City of Royal Oak*

- We are expecting a great show.

We would greatly appreciate your support in all of these events. If you haven't seen our work before at these four jobs, you will be amazed!

Ideas:

Product: Lifelike Tree

Tie-in: Tree storage bag, Ornament hooks, light tester, tree skirt, Pine Scent, Replacement bulbs.

Product: Fresh Christmas Tree

Tie-in: Preservative, Tree Stand, Ornament Hooks, Disposal Bag.

Product: Fresh Garlands & Wreaths

Tie-in: Wreath Hangers, Paddleware, Preservatives, Bows/Decorations.

Product: Ornaments

Tie-in: Ornament hooks, Matching Tree Skirt.

Product: Lights

Tie-in: Light tester/Fixer, Extension Cords, Timers, Replacement Bulbs, Hanging Hardware.

Product: Gift Items

Tie-in: Gift Cards, Gift Wrap/Bows.

Product: Poinsettias

Tie-in: Fertilizer, Plant Food, Plant Saucer, Plant Bow.

Product: Memorial Wreaths & Blankets

Tie-in: Personalized script, Disposal Tags.

Product: Any

Tie-in: Garden Club Membership.

GET HEALTHY WITH WINTER EATING

Summer is over and fall has faded. But that doesn't mean you should avoid your local produce section, and miss out on all the benefits that come along with eating in-season fruits and vegetables.

This winter, I encourage you to add a little creativity, nutrients and flavor to your winter meals. Here is a list of in-season foods to help you get started.

Cabbage

Take a trip to a local farm just in time to pick your own cabbage—right from the patch. Cabbage is a healthy and budget-friendly vegetable to add to your meals year-round, but especially in the winter when it's ready for harvest. Fresh, dark green-leafy cabbage is incredibly nutritious; and very low in fat and calories. Cabbage is filled with Vitamins C and K and folate. It's an excellent source of fiber, antioxidants and anti-carcinogenic compounds. There are a variety of ways to prepare it, but I like to eat it raw and mixed in a salad or stir-fry dish.

Winter Squash

Acorn, butternut, kabocha, and delicata squash are all at their prime during the fall

Safety

Holiday Lighting Safety Checklist

Lights, inside and out, are a beautiful part of the holiday season. But as with all electrical devices, you need to take special precautions. Before you deck the halls, run through this checklist to keep your holidays merry and bright.

Inspect light strings. Discard any that are damaged. Frayed or cracked electrical cords or broken sockets are leading fire hazards.

Follow the manufacturer's instructions for connecting multiple strings. The general limit is three strings. Light strings with stacked plugs can usually accommodate greater lengths than end-to-end connections.

Replace burned-out bulbs promptly. Empty sockets can cause the entire string to overheat.

Make sure outdoor lighting is UL-rated for exterior use. Exterior lights, unlike

and winter. Golden squash flesh is loaded with healthy goodness like carotenoids, Vitamin A, and potassium. Since squash are healthy, inexpensive, filling and taste great, it's no wonder there are thousands of recipes for them.

Pomegranates

Pomegranates are one of the world's oldest fruits, as well as one of the most nutritious. The ruby-colored seeds are packed with antioxidants and anti-inflammatories which makes it a heart-healthy food. A sprinkling of pomegranate seeds can add some tart, bright flavor to a salad or bowl of soup.

The delicious seeds can also be eaten alone, as a nutritious snack.

Leafy Greens

Leaf vegetables such as collard greens, mustard greens, kale, winter greens and Swiss Chard have their moment in the sun during the Fall and Winter. These vegetables are rich in vitamins A, C, K, and E, as well as iron, calcium, manganese, potassium, and antioxidants. Plus, they're low in calories and versatile enough to fit nearly any dish.

Winter is a great time to add a little adventure to your meals, as you enjoy the cooler temperatures and everything the season has to offer.

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

those used inside the house, need to be weather-resistant. The same goes for any extension cords used outdoors.

Don't use outdoor lights indoors. They're too hot for interior use. For the coolest bulbs and greatest energy efficiency, try LED lights, which come in a wide range of styles and colors.

Don't attach light strings with nails or staples. They can cut through the wire insulation and create a fire hazard. Only use UL-approved hangers.

Take exterior lights down within 90 days. The longer they stay up, the more likely they are to suffer damage from weather and critters chewing on them.

Store lights safely. Tangled lights can lead to damaged cords and broken sockets. After the holidays, coil each string loosely around a stiff piece of cardboard, wrap it in paper or fabric to protect the bulbs, and store in a sturdy container until next year.

- *Pat Curry, 11/18/09; www.houselogic.com*

NOVEMBER *Recipe*

QUINOA STUFFED BELL PEPPERS

Ingredients

3 C. cooked quinoa

1 (4 oz.) can green chiles

1 C. corn kernels

1/2 C. canned black beans,
drained & rinsed

1/2 C. petite diced tomatoes

1/2 C. shredded pepper jack cheese

1/4 C. crumbled feta cheese

3 Tbsp. chopped fresh cilantro leaves

1 tsp. cumin

1 tsp. garlic powder

1/2 tsp. onion powder

1/2 tsp. chili powder, or more to taste

Kosher salt & freshly ground black
pepper, to taste

6 bell peppers, tops cut,
stemmed & seeded

Directions

Preheat oven to 350°F. Line a 9" x 13" baking dish with parchment paper.

In a large bowl, combine quinoa, green chiles, corn, beans, tomatoes, cheeses, cilantro, cumin, garlic, onion and chili powder, salt and pepper, to taste.

Spoon the filling into each bell pepper cavity. Place on prepared baking dish, cavity side up, and bake until the peppers are tender and the filling is heated through, about 25 to 30 minutes.

Serve immediately.

- *damndelicious.net*

They Told Us!

Thanks to all our Associates for providing top-notch customer service!

From Royal Oak...

This is to provide a compliment for two representatives at the Royal Oak Store:

Jennifer L. and John S.

I visited the store to get help on identifying some plants and understand how to care for them. Both of these representatives were so very gracious in listening to my attempts at asking questions on a topic that is new to me. Their responses were informative and very helpful.

I am so glad that I came into the store as a new green thumb student—their service was an inspiration for me to come back to English Gardens for all of my gardening needs.

EG Alumni News

Whether you're "Go Green!" or "Go Blue!" you might be excited to know that one of the stars of the recent U of M vs. Michigan State game is a former English Gardens employee! **Jalen Watts-Jackson** worked at the Dearborn Heights store in the spring of 2014. He recently became famous when he scored his first career touchdown on a 38-yard fumble return as time expired to give Michigan State its seventh win in the last eight games against the Wolverines. Congrats, Jalen!

Raffle Winners

AND THE WINNER IS...

Join us in congratulating the following raffle winners from the Holiday Preview, which took place on October 12th at the Royal Oak store.

Fresh Christmas Tree

- Christine Fisher (CT)
- Pat Birch (CT)
- Lori Novak (CT)
- Sylvia Buse (WB)
- Donna Pierce (RO)
- Jill Clissold (WB)
- Scott Alderman (WB)

Lifelike Christmas Tree

- Brian Wotta (ACO)

From Dearborn Heights...

This was a great presentation, and Alex V. is a good presenter. He is very informative, friendly and helpful.

From Landscape...

Initially I attended Tim's presentation on screening and immediately discussed a design with him. From that day to today, when I made my final payment for the project, my experience with everyone on your staff was wonderful! And, I am now addicted to your store and have returned several times for additional products and plants!



BBQ Grill

- Carol Brown (CT)

\$50 Andiamo Gift Card

- Sharon Corpolongo (DH)
- April Braden (RO)

\$50 California Pizza Kitchen Gift Card

- Leigh Pierson (DH)
- Josh Oikarinen (RO)

\$100 Kroger Gift Card (Health Fair Raffle)

- Valerie Tarquini (LC)

Benefits Corner

"MOVEMBER"

The state of men's physical and mental health is in crisis. On average, the life expectancy for males is 6 years less than that of females and men are three times more likely to commit suicide than women. Cases of prostate cancer, the second most common cancer in men, are expected to double to 1.7 million by 2030. At the same time, men are statistically less likely to seek medical help or to openly discuss their physical and mental well-being, often due to social mores or misguided attitudes about masculinity and "manly" behavior.

Each November, The *Movember Foundation* asks men and women around the world to help change the face of men's health by participating in *Movember*, their annual awareness and fundraising campaign. Men sign up as "Mo-Bros" at us.movember.com and pledge to start the month clean shaven; then, throughout the month of November, grow their manliest, suavest, Tom Selleck-iest moustache. Ladies, go to the same website and sign up as a "mo-sista," pledging to support your bros. Then, let people know why you're doing it.

Every dollar that The *Movember Foundation* collects goes to research, education, and support programs around the world helping not only to bring awareness, but to find treatments and make them accessible.

This year, I'm inviting any member of English Gardens' staff interested in participating to join my *Movember* team, *All Jekyll No Hyde*. And if you do nothing else, I encourage you to visit the foundation's website and educate yourself and your loved ones.

- **Greg Pizzino**, DSM, Ann Arbor

The Mobile Solutions App

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