

# Fresh from the Garden

OCTOBER 2015



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## OCTOBER Events

**Free Presentation:**  
Fall Decorating Tips  
Sat., Oct. 3, 2015 at 10 a.m.

**Free Presentation:**  
How to Build a Terrarium  
Sat., Oct. 10, 2015 at 10 a.m.

**Make it & Take it Workshop:**  
Terrarium  
Sat., Oct. 10, 2015 at 11:30 a.m.

**Health Fair**  
Mon., Oct. 12, 2015 at 3:30 p.m. to  
6 p.m., Royal Oak Store

**Holiday Preview**  
Mon., Oct. 12, 2015 at 6 p.m. to  
9:15 p.m., Royal Oak store  
Mandatory, paid training event

**Sweetest Day**  
Sat., Oct. 17, 2015

**Free Presentation:**  
Tips on Dividing & Transplanting  
Sat., Oct. 17, 2015 at 10:00 a.m.

**Employee Appreciation Days**  
30% off Purchases  
Oct. 19-21, 2015

**Free Presentation:**  
Putting Your Garden to Bed  
Sat., Oct. 24, 2015 at 10:00 a.m.

**Kid's Workshop:**  
Plant a Little Pot of Horrors  
Sat., Oct. 24, 2015 at 11:30 a.m.



## Observations

by John Darin, President



October is a transition month for us.

We're busy working on Christmas set up, but customers are still thinking about gardening, Halloween and winterizing. We don't want to be like the department store that shows bathing suits in February, but has them all packed away in July, with fall clothes on display.

Don't get so caught up in the Christmas set up that our fall departments are neglected and hidden away. There are many

gardening days left, particularly with this beautiful weather pattern we're experiencing in late September.

**SELL FOR SUCCESS!** Congratulations to those associates who've completed all the training cards! This is an important step for everyone who works in the store.

**SUCCESS Training** is a self-teaching training system which consists of a series of cards that communicate our selling strategies, expectations, policies and qualities that define the English Gardens brand. Training cards cover all areas of our business from visual merchandising to product knowledge, as well as our services and selling techniques. They communicate "*what good looks like.*"

We want everyone to have answers to questions customers ask! This will lead to more confident selling and a better experience for our customers. Improved customer service will put more dollars in your pocket through increased sales.

We want everyone to complete the cards by the end of 2015. If you have any questions, be sure to talk with your manager.

**HOLIDAY PREVIEW** is Monday, October 12 in the Royal Oak store. This is an opportunity for our merchandising and marketing team to share information on "*what's new*" for the season. This is a mandatory, paid training event for everyone on staff.

I look forward to seeing everyone that evening!

Have a great fall!



# Landscape News

## Professionals Doing Extraordinary Work

The month of October is extremely busy for the Landscape Company as we install last-minute landscaping, fall clean-up work, and holiday lighting. Our three largest holiday lighting jobs, The Village of Rochester Hills, The Mall at Partridge Creek, and the City of Royal Oak, will all be installed during October. This allows us to have more time before Thanksgiving to install holiday work for new clients!

The Landscape Company has enjoyed a good year thus far, and we look forward to continuing that through the 4th quarter! We owe much of that success to the hard work put in by all store associates. The leads we receive from you truly fuel our success, and we ask you to continue to promote our services to help us finish strong. During this time, please be aware that the Landscape Podiums in the stores will have both holiday and landscaping

lead sheets. For any interested customers, please assist them to properly fill out a lead with as much information as possible. Please acquire two phone numbers, the customer's address and email to ensure that we can contact them as quickly as possible. Timing is everything during this fast-paced season, and with all the correct information, we can guarantee customers that we will contact them within 48 hours! Also, be sure to legibly write your name on the lead sheet so we can award Spiffs for any sold jobs!!

We look forward to seeing everyone at the holiday preview on October 12th, where we will have a booth displaying the holiday work that the Landscape Company does. Please ask us any questions about our holiday decorating, and pass that information along to interested customers.

## OCTOBER *Anniversaries*

### MANAGERS

6 Sean Matthews, RO

### ASSOCIATES

12 Larry Kulpa, RO

10 Gary Johnson, WB

5 Elaine Bryan, EP

3 Deborah Hanson, CT

3 Tally Hayes, AA

3 Rodney Marshall, LC

2 Scott Alderman, WB

2 Mary Gidner, EP

2 Jacob Donia, AA

2 Juan Esparza, LC

1 Ramza Saruna, WB

1 Christine Fisher, CT

1 Bre'Anna Matthews, EP

1 Lisa Dashe, EP

1 Kristin Danko, AA

1 Zachary Cameron, LC

1 Joshua Glennie, LC

## 2015 \$ELL FOR SUCCESS

### CULTIVATE OUR GARDEN!

At English Gardens we have a special way of serving our customers that exceeds their expectations so they will want to come back. It is through our wonderful team of helpful Associates that we stand out from our competition and have loyal customers.

Spelling out G-A-R-D-E-N will make it easy to remember the steps we take to cultivate customer loyalty. We do this by engaging them in conversation, learning about their projects, offering information and doing whatever it takes to provide a great experience. Each point in the selling process has a specific function and requires special skills.

When every interaction with your customers contains every skill and action in the GARDEN Selling Steps, you will exceed every customer's expectations and have incredible results!

- G** Greet with a smile within 10 seconds or 10 feet
- A** Approach those who signal for assistance
- R** Research their interests and preferences
- D** Direct them to products or solutions
- E** Explore and resolve questions or concerns
- N** Next steps: say "Thank You" and invite them back

## THINK POSITIVE, LIVE POSITIVE

It was Abraham Lincoln who said: *"Most folks are about as happy as they make up their minds to be."* He was referring to the power of positive thinking.

Today, the power of positive thinking is gaining in popularity as more and more people look for ways to lead a happy, healthy and productive life – at home, at work and in within social circles.

Oftentimes, I hear people saying, *"Think positive!"* But I also wonder if most people take these instructions seriously.

Have you ever stopped to think what the power of positive thinking really means and how it can be effective in your life?

Consider this:

- A positive mind anticipates happiness, joy, health and a successful outcome of almost every situation. Whatever the mind expects, it finds.
- Negative thoughts bring on negative moods and actions. Negative thinking can lead to failure, unhappiness, frustration and disappointment.
- You can learn to think positive thoughts. When a negative thought enters your mind, you have to be aware of it and replace it with a constructive one. The negative thought will try again to enter your mind, and then you have to replace it again with another positive one. It is as if there are two pictures in front of you, and you choose to look at one of them and disregard the other.

And remember, *"You can do anything you want to do, if you want to do it bad enough."*

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

## Safety

### Preventing Hand Injuries

Did you know that hand injuries account for one-third of the two million disabling on-the-job accidents which occur each year? Let's examine some ways we can protect our hands and prevent injuring ourselves.

- Wear approved work gloves when handling rough materials and during other operations where your hands are directly involved in the lifting or moving of objects.
- Remove or bend down protruding nails, splinters and sharp edges on materials.
- Check for proper hand clearance when moving a load through a narrow area (e.g., doorways and aisles).

- Keep your hands free of grease and oil.
- Sweep up all broken glass or sharp objects.
- Do not wear rings while working—they can be caught easily on machinery or other objects.
- Take an extra moment to pay attention to what you are doing and the placement of your hands. Keep your fingers out of harm's way!
- Report all injuries—no matter how minor—and obtain first aid.

*"We are what we repeatedly do.  
Excellence then, is not an act, but a habit."*

-Aristotle

# OCTOBER Recipe

## LEMON CHICKEN ROMANO

### Ingredients

2 (8 oz.) boneless, skinless chicken breasts, trimmed, halved horizontally & pounded to ½ in. thick

½ C. shredded Mozzarella cheese

½ C. shredded Provolone cheese

1 large egg

1 Tbsp all-purpose flour

1/2 C. Panko bread crumbs

½ C. finely shredded Romano cheese

1 Tbsp chopped fresh oregano

2 tsp Lemon zest

½ tsp garlic powder

Salt and freshly ground black pepper

2 ½ Tbsp vegetable oil

2 ½ Tbsp extra virgin olive oil

Lemon slices or wedges for serving

### Directions

Preheat oven to 350°. Sprinkle each side of the chicken cutlet lightly with salt, let stand at room temperature 20 min. Combine Mozzarella and Provolone cheese in a bowl, set aside.

In a shallow dish, whisk together flour and egg until smooth. In a separate shallow dish, toss together Panko bread crumbs, Romano cheese, oregano, lemon zest, garlic powder and ¼ tsp pepper. Pat chicken dry with paper towels. Working with 1 chicken cutlet at a time, dredge chicken in egg mixture coating both sides and allowing excess to run off, then immediately transfer to Romano mixture and coat both sides with mixture, while pressing gently to allow crumbs to adhere. Transfer chicken to a plate and repeat process with remaining chicken cutlets. Pour 2 ½ Tbsp olive oil and vegetable oil into a 10 in. non-stick skillet and heat over medium-high heat. Once oil is hot, add 2 coated chicken cutlets and fry without moving them until bottom is crispy and golden brown, about 2 min., then using metal tongs rotate to opposite side and cook until golden brown, about 2 min. longer. Transfer fried chicken to a large plate lined with paper towels to drain. Repeat process.

Place cutlets on rimmed baking sheet, sprinkle tops with Mozzarella cheese mixture and transfer to preheated oven to bake until internal temperature registers 165° on an instant read thermometer, about 12 min. Remove from oven and garnish with lemon slices or wedges, serve warm. Squeeze fresh lemon juice from lemon slices over chicken just before enjoying. -Cooking Classy

# Be on the look-out for the SECRET SHOPPER!

August 2015:

Ann Arbor	94%
Clinton Township	87%
Dearborn Heights	97%
Eastpointe	85%
Royal Oak	94%
West Bloomfield	97%

Keep up the good work, and continue looking for ways to improve!

## They Told Us!

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

### From Ann Arbor...

*Brian Z. was extremely knowledgeable and helpful to us. He was very patient and offered great advice. Terrific consultant!*

### From Landscape...

*Jamey G., our designer, was very pleasant, cooperative, and punctual. She made the experience easy and effortless. We thank her dearly for her hard work!*

### From West Bloomfield...

*Tom J. was outstanding. He went above and beyond what any sales person normally does. You are lucky to have such a great employee!*

# Benefits Corner

## Quiz: Do You Fall for Old Flu Myths?

Flu season will soon be upon us...are you ready? See how much you know, then get your flu shot!

**True or False:** You can get the flu from a flu shot.

**Answer:** False. Flu shots are made with dead viruses or without any viruses at all. You can't catch the flu from getting one. Your arm might hurt after the shot. You might have aches or a low fever. But you'd feel a lot worse if you caught the flu.

**True or False:** You can spread the flu before you know you're sick.

**Answer:** True. Here's one of the tricky things about the flu: You can pass it to someone before you have symptoms, while you're sick, and up to a week after you start feeling bad. Some people, especially kids and those with weakened immune systems, can be contagious even longer.

**True or False:** The flu isn't serious.

**Answer:** False. Some people get so sick that they need to go to the hospital.

They can get pneumonia, bronchitis, or other complications. The flu is most dangerous for children, people 65 and older, and those with other health problems. About 90% of people who die from the flu are older adults.

**True or False:** Only older people (over 65) really need to get a flu shot.

**Answer:** False. Getting the flu vaccine is the best way to protect yourself. Everyone 6 months and older should get it every year. It will help guard you against the three or four strains predicted to strike hard that flu season. Scientists update the vaccine each year. Talk to your doctor if you have health concerns or questions.

**True or False:** The best way to protect yourself against catching the flu is by washing your hands often.

**Answer:** True. Antibacterial soap or gel won't protect you any more than plain old soap and water will. If you wash your hands often and well, you'll get rid of germs and viruses that stick to oil on your hands.

Flu shots will be offered at our Holiday Preview on Monday, October 12 at the Royal Oak store. Be sure to sign up ahead of time in your store so that we have enough vaccines on hand.

# SUMMMER OUTINGS

