



Fresh
from the

Garden

DECEMBER 2014



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Upcoming Events

December

Make It & Take It Workshop:

Christmas or Winter Fairy Garden

Sat., Dec. 13 at 1 p.m.

All six retail stores, Fee: \$39.99, Value: \$54.99

Workshops

Ann Arbor, Dearborn Heights & West Bloomfield
Stores

Sat., Dec. 13

12 noon Bow Making

1 p.m. Christmas or Winter

Fairy Garden

2 p.m. Paperwhite Bulb Garden

Jeans Day

Thurs., Dec. 18

\$5 donation to Forgotten Harvest

Christmas

Thurs., Dec. 25

Stores Closed

January

Free In-store Presentation:

How to Make & Care for Terrariums

Sat., Jan. 10 at 1 p.m.

All six retail stores

Jeans Day

Thurs., Jan. 15

\$5 donation to Dearborn Animal Shelter

SAVE THE DATE:

Associate Recognition Dinner

Fri., Jan. 16

Club Venetian, Madison Heights



Observations

by John Darin, President

What does sell for success really mean?

1. Customer's success by making sure they have everything necessary for their project, including things they don't know they need.
2. Associate's success through more sales, which will generate money needed to pay for the increased cost of benefits. It's also an opportunity to put more dollars in everyone's pockets by selling Garden Club, getting emails and landscape leads.
3. Vendor's success with us selling more of their product and making us more important to their business success.

These are three great reasons to study our Selling for Success training cards for the season and next season, and continue to practice Sell for Success techniques.

I know we all really feel good when customers have a great shopping experience and share it.

I hear over and over what a great job all of you do to create that atmosphere, especially during the Holidays when sentimental emotions are running high.

Thanks for all you do and have a Merry Christmas.

John Darin



Anniversaries

December

Associates

- 14 Kathleen Gruden, RO
- 6 Ann Reimer, CT
- 4 Carol Grillo, CT
- 4 Andonetta Ferris, RO
- 3 Roberto Cardoso, LD
- 3 Michael Martens, DB
- 3 Cynthia Luke-Kidd, WB
- 2 Michael Proimos, RO
- 1 Aaron Dean, AA

Landscape News

Greetings from the Landscape Company

December is a busy month for us, as we finish up installing many holiday decorating projects. There are always those customers who wait until the last minute but please continue to send us those leads, since we are still able to fit them into our schedule.

This is a good time for us to reflect on 2014, which was a very successful year! We beat our sales targets and continued to design and install award winning projects all over Metro Detroit. In fact, we attended the Michigan Green Industry Association's banquet dinner on December 4 and accepted seven awards from the past year!



Jamey Gutierrez: Commerce Twp Residence, *Gold Award*

Jim Morris: EG Royal Oak Store Water Feature, *Gold Award*

Valerie Tarquini: Paladino Residence, *Gold Award*

Stephanie VanHaverbeck & Tim Adams: Scallen Residence, *Gold Award*

Valerie Tarquini: Cerne Residence, *Silver Award*

Sterling Weber: Nichol Residence, *Silver Award*

Jim Morris: Zhou Water Feature, *Bronze Award*

We really do appreciate all the leads that have been sent to us throughout the year. They are the fuel that feeds our success! Have a wonderful holiday season!

2014 \$ELL FOR SUCCESS *Fresh Christmas Trees*

WHAT "GOOD" LOOKS LIKE

PURCHASING a fresh Christmas tree is a special holiday tradition for many families. Choosing the perfect shaped and sized tree may involve looking at several different trees. If they choose a fresh-cut tree to stay inside it will require special care. The customer may look to the Associate who is assisting them to ask for their opinion of the tree they have chosen.

For some customers it may be their first fresh-cut tree. Make this purchase fun for the customer so they will associate it with English Gardens this time every year.

Tips & Guidelines

- The goal is to ensure that the customer's tree stays as fresh as possible through the holidays.

- We will cut about 1 in. off of the bottom of the tree. The initial cut will have sealed up with sap and the fresh cut will encourage water to be readily absorbed keeping it fresher longer.
- Place the tree in water as soon as they get home within an hour. Recommend that they keep Christmas tree preserver in the water at all times for longest tree life.
- The customer should not place their tree near any heat sources such as hot air vents, fireplaces, electric heaters or stoves as this will dry the tree out and possibly create a fire hazard.
- If the customer asks which tree lasts the longest, tell them the Fraser Firs are considered the longest lasting, although all of the others will last throughout the holiday season as well.

- Remind the customer of the benefits of fresh-cut trees — renewable resource cut from tree farms and is recyclable.

Working with Fresh Christmas Trees

1. Be sure that all trees have the twine bindings removed. Remove any snow that may be on the trees or around the base. Clear pathways after a snowfall.
2. Keep trees in good shape removing broken branches or ones that are not symmetrical.
3. Keep the area clean. Periodically sweep up needles from beneath and around the trees. Pick up netting, tree branches, watch for icy areas and keep tools in designated areas.

continued on page 4

Setting the Goal

Have you ever promised yourself you would lose 10, 20 or even 50 plus pounds by a certain time of year? I'm sure you imagined yourself fitting into a nice dress or suit, turning heads at a holiday party, dancing the night away on New Year's Eve, or just looking and feeling better than you did the year before.

As we embark on the holiday season – let's not forget how important it is to set goals, and overcome the obstacles that prevent us from reaching those goals.

No matter what your goals might be or the obstacle, it's important for you to make a goal, then TAKE ACTION in making positive changes in your life! This will not only help you lose weight, but successfully meet all the challenges in your life – big or small.

Weight Watchers helped me lose 50 pounds and keep it off. I set a goal to lose weight and I did it. I lost the first 40 pounds in four months. It took me one year to lose the last 10 pounds. But I DID IT! You can do the same.

According to a study published by the New England Journal of Medicine, the average American gains about one to two pounds of weight between Halloween and New Year's. Those who are already overweight are more likely to gain five pounds or more.

Even more, most people don't lose the weight after the holidays. And each year, we continue to add five pounds here, five pounds there — until we can't fit into our clothes and are faced with obesity related illnesses such as diabetes and high blood pressure.

Here are five tips to avoid gaining weight during the holidays:

- 1. Focus On The Reason for The Season.** Holidays are a great time to reconnect and spend time with family and friends. Make these special moments more about people, as opposed to food.
- 2. Avoid Emotional Eating.** The holiday season can be a stressful time of year. I like to remind myself that my brain has nothing to do with my belly. I eat because I am hungry, and not because I'm having a bad day.
- 3. Portions.** The holiday season isn't a time to deprive yourself of the foods you love. If you want a slice of pie or a bowl of ice cream — have it. But make sure you enjoy it and limit yourself to just one serving.
- 4. Exercise.** Don't forgo exercise during the holiday season. And if you can't maintain your normal routine — look for ways to do more 'moving around' than 'sitting around.'
- 5. Host Your Own Holiday Event.** As the host, you are in control of the menu. There are so many great tasting, healthy foods that will leave your guests begging for the recipes. Your guests will also be pleased to go home feeling healthy and in control — instead of sluggish and stuffed.

Lastly, remember to eat your fruits and vegetables. Not just during the holiday season, but every day. It's one of the greatest gifts you can give to yourself.

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

Safety

Safe Winter Driving

Winter is here and with it comes the hazardous driving conditions associated with cold weather, sleet and snow. Safe winter driving requires certain adjustments of our normal driving habits and the addition of special skills.

Things you can do to prevent accidents

Prepare for Driving — In addition to normal maintenance, check and make sure that your tires, battery, exhaust system, wiper blades, brakes and steering are in top condition.

Starting on Ice and Snow — Use a steady, light touch on the gas pedal. If your wheels should start to spin, ease off on the gas. When stuck on ice, use sand or a metal traction mat and that same "light touch" on the gas pedal.

Steering on Slippery Pavement — Keep both hands on the wheel and make your turns as smooth and gradual as possible. Remember, you can't maneuver on snow and ice like you can on dry pavement. Under these conditions it's best to slow down, increase your following distance, and avoid lane changing.

Stopping on Ice and Snow — Pump your brakes, alternating slowing and rolling, for the most efficient braking on slick surfaces. NEVER LOCK THE WHEELS. Once the front wheels are locked you lose control of your vehicle (you can't steer if the front wheels are not rolling) and you may go into a skid. As defensive drivers, slow down and brake before approaching an intersection. Any location that requires stopping and starting of vehicles is likely to be very icy.

Monthly Recipe Snickerdoodles

Ingredients:

| | |
|--|-----------------------------|
| 1 1/2 cups sugar | 2 teaspoons cream of tartar |
| 1/2 cup butter or margarine, <i>softened</i> | 1 teaspoon baking soda |
| 1/2 cup shortening | 1/4 teaspoon salt |
| 2 3/4 cups Gold Medal™ all-purpose or unbleached flour | 1/4 cup sugar |
| 2 eggs | 2 teaspoons ground cinnamon |

Directions:

Heat oven to 400°F.

Mix 1 1/2 cups sugar, the butter, shortening and eggs in large bowl. Stir in flour, cream of tartar, baking soda and salt.

Shape dough into 1 1/4-inch balls. Mix 1/4 cup sugar and the cinnamon. Roll balls in cinnamon-sugar mixture. Place 2 inches apart on ungreased cookie sheet.

Bake 8 to 10 minutes or until set. Remove from cookie sheet to wire rack.

— Betty Crocker

The Spotlight

Festival of Trees

Congratulations to Wendy Stolzenfeld and Jessica Higbee who designed our tree at this year's Festival of Trees. This beautiful tree won a Gold Ribbon and was also the official winner of the People's Choice ribbon! Great job! Thanks for your efforts!

Special shout out to Linda Yugovich, assistant decorator, and Dean Darin, tree shaping expert, for their efforts!

English Gardens was an Event Sponsor for Festival of Trees, held in November in Dearborn Heights. John Darin was this year's Honorary Chairperson. Now in its 30th year, Festival of Trees is the largest fundraising event for the Children's Hospital of Michigan Foundation.

Thanks to everyone who helped support this activity, including our tree decorators, Dean Darin, Chuck DeBene and the entire team at the Royal Oak store!



Employee Appreciation Days

Monday thru Wednesday, December 15, 16 & 17, 2014

Monday thru Wednesday, January 26, 27 & 28, 2015

Employees are entitled to a discount of 30% Off

continued from page 2

4. When your customer has selected a tree, write their last name on a "sold" tag and place on the tip of the tree. Give the customer the price tag off the tree to take to the Cashier.
5. Recommend a tree preservative such as Prolong and a disposal bag to make clean-up easier.
6. At pick-up time, check the customer's receipt. Be sure to give a fresh cut before loading and securing the tree to their vehicle with the required knots. If you require assistance loading a tree, moving trees or if there are many customers, please radio for help.
7. Always thank them and wish them a Merry Christmas!



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, at:248-855-9240, ext. 230, or e-mail at:
jyoungquest@englishgardens.com