



Fresh
from the

Garden

FEBRUARY 2015



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Upcoming Events February

Free In-store Presentation:

The Birds & the Bees

Sat., Feb. 7 at 1 p.m.

All six retail stores

Kid's Workshop:

Heart-shaped Bird Treats

Sat., Feb. 7 at 2:30 p.m.

All six retail stores

Free In-store Presentation:

Landscape Design Workshop

Sat., Feb. 14 at 1 p.m.

All six retail stores

Jeans Day

Thurs., Feb. 19

\$5 donation to American Heart Association

Orchid Festival:

Intro to Growing Orchids &

Repotting Demonstration

Sat., Feb. 21 at 11 a.m.

All six retail stores

Advanced Orchid Tips &

Repotting Demonstration

Sat., Feb. 21 at 1 p.m.

All six retail stores

Make it & Take it Workshop: Orchid Garden

Sat., Feb. 21 at 2:30 p.m.

All six retail stores

Free In-store Presentation:

DIY Fresh Flower Arranging

Sat., Feb. 28 at 1 p.m.

CT, DBN, RO & WB

Make it & Take it Workshop:

Zen Artistry Arrangement

Sat., Feb. 28 at 2:30 p.m.

CT, DBN, RO & WB



Observations

by John Darin, President

SUCCESS Training

PREPARATIONS for spring are in full swing. Store shelves are being converted from Christmas to Spring merchandise. Painting and cleaning are underway.

As we prepare the stores, it's also important to prepare yourself. This is a great time to brush up on SUCCESS Training and review the training cards.

Look at the topics and pick three or four you might be a little rusty on. Take a look at those you still need to complete. Then review the entire list and make sure you've been through all the cards and they are signed off by a manager.

SUCCESS Training is a self-teaching training system with 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 know they have answers customers ask within themselves! This will lead to more confident selling and a better experience for our customers. Improved customer service will put more dollars in your pocket with increased sales in the stores.

Manager training cards are being developed this winter. There will be an opportunity for all managers and MIT's to further develop their skills.

We will also make the manager cards available to associates who are interested in becoming managers or MITs. If interested, talk with your GM and Nancy Cook, our HR manager.

Spring arrives in just a few weeks. Make sure you're ready to accomplish our number one goal: Assisting the customer.

Anniversaries

February

Managers

- 22 John Collins, LD
- 5 Jessica Higbee, EP

Associates

- 14 Stephanie Vanhaverbeck, LD
- 8 Karen Carducci, AA
- 8 William Maywood, CT
- 2 Stephanie Urcheck, DBN
- 1 Scott Schultz, LD

Landscape News

Greetings from the Landscape Company

FEBRUARY is all about preparing for the upcoming spring. We have completed most of our holiday take down work and are busy working on special projects in anticipation of the spring rush. With our successful year in 2014, we are expecting that momentum to carry over this year. We are getting in touch with clients, preparing spring contracts, updating our estimating software and the designers are busy sharing ideas with each other and getting inspired for the upcoming season.



As always, your help is crucial for our success. We've already received several leads from the stores and we urge all associates to continue discussing our services with customers and getting us their information. Please continue to inform them that this is a great time to contact us. Our design staff can spend a bit more time with clients during this time of the year, and we can get them scheduled for the first available times in the spring. Don't forget about our Spiff Program, where you can be rewarded for turning in a lead.

The Landscape Company is hiring for several positions including: design staff, crew leaders, crew members, and interns. Please inform any job seekers about our open positions! We appreciate all the help, and look forward to a successful 2015!

2015 \$ELL FOR SUCCESS *Choose a Positive Attitude*

WHAT "GOOD" LOOKS LIKE

Our standard is to provide more than the customer expects and thrill every customer into coming back. Our challenge is to be better than anyone else in the industry and exceed the expectations of every customer who enters our store.

Our business is people. In this environment you can see instant results when you use your knowledge to bring out the best in others. Your customers provide you with a mirror to see the impact you have on them. Have you ever had a day where every customer was delightful? You probably were delightful and brought that out in your customers. On "bad days" notice the negativity people have around you. It may look like they started the negativity, but they may simply be reflecting your mood or attitude.

Create a Positive Attitude on your Team

A positive attitude is very infectious and can stimulate other team members to have a positive attitude as well!

Customers Can Be Challenging

English Gardens is a perfect place to work on your skills with people. Commit to rising above

impatience with challenging customers, to the point where you create a positive win-win outcome. Stay focused on bringing out the best in yourself and in customers.

Every challenging customer gives you an opportunity to refine your character, patience and understanding.

Choose Your Attitude

You have the power to determine how you are going to feel, how you will respond and how you will act every day. You are creating your experiences, now and in the future, depending on the attitude you choose.

What percentage of your day do you think about or do something that has to do with your job? Many say over 60% of their life is about work. For a moment, consider that there may be no real differences between our personal and work life. How we treat people and how people treat us, greatly affects our home life. We take our attitude with us wherever we go and it is up to us to keep our attitude positive. Choose a positive attitude. We call verbal or nonverbal negativity "swamping." So, no "swamping!"

Put Yourself Fully Into Everything You Do *During your working hours, you are paid to serve others, not yourself.*

The more people you take care of or provide an extra service to, the more you will be rewarded. You are not here to socialize with other teammates, take care of your personal problems or to think of your own comfort. You are being paid for the use of your personal attention and energy during working hours to assist customers and help lead our stores to success.

Be a real person, not a pushy "Salesperson."

Have you noticed that customers don't like most "salespeople?" With today's incredible competition, we are challenged to get closer to our customers to make our service more exciting, better and different than any other company. Customers' needs are constantly changing and we need to know what they want so we can provide it. It is our job to give every customer a good reason to come back. Customers spend more time in a friendly place that offers convenience and great customer service. Use your personality and find ways to get your customers to laugh! Make their day and they will remember it!

Eat Smart for your Heart

HEART disease continues to be the number one killer in this country — for both men and women. More than 600,000 people die from it each year.

These numbers are alarming because heart disease is a correctable problem. There are so many things we can do to reduce and prevent ourselves from having a heart attack or stroke.

Along with exercise, maintaining a healthy weight and not smoking, one of the best ways to protect your heart is with the foods you eat.

A diet that is low in salt; low in saturated fat, and cholesterol; and rich in fresh fruits and vegetables is the foundation for a healthy heart.

Fruits and vegetables come in many colors, shapes and sizes. From broccoli to asparagus, apples to oranges — you can reduce your

risk for developing heart disease by eating these kinds of food at every meal. It's not only a great way to protect your heart. It's also a great way to lose weight and keep it off.

According to the American Heart Association, losing even a small amount of weight can help reduce your risk of heart disease. So if you want to eat smart for your heart, go for the fruits and vegetables, limit your fat intake, limit processed foods and practice good portion control. Whole grains, beans and legumes, nuts, fish, and lean meats are just as important.

So go ahead and eat smart for your heart. You'll not only look better. You'll feel better too.

I'm Florine Mark.

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

Safety

Cold/Flu Prevention Tips

What is the best way to protect myself and my family from the flu?

Everyone six months of age or older should get the flu vaccine as soon as it is available in your area.

What everyday steps can I take to stop the spread of germs?

There are steps you can take in your daily life to help protect you from getting the flu.

1. Wash your hands often with soap and water or an alcohol-based hand rub.
2. Avoid touching your eyes, nose, or mouth. Germs spread this way.
3. Try to avoid close contact with sick people.
4. Practice good health habits. Get plenty of sleep and exercise, manage your stress, drink plenty of fluids, and eat healthy food.
5. Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.
6. If you are sick with flu-like illness, stay home for at least 24 hours after your fever is gone without the use of fever-reducing medicine.

Are there medications I can take to prevent getting the flu?

If you are healthy but exposed to a person with the flu, antiviral drugs can prevent you from getting sick. Antiviral medications are prescription pills, liquids, or inhalers used to prevent or treat flu viruses. Talk to your health care provider if you think you need antiviral drugs.

Monthly Recipe

Warm Chocolate Pudding

Ingredients:

- 1 large egg
- 2 1/4 cups nonfat or low-fat milk, divided
- 2/3 cup sugar, divided
- 1/8 teaspoon salt
- 2/3 cup unsweetened cocoa powder
- 2 tablespoons cornstarch
- 1 teaspoon vanilla extract

Directions:

Lightly beat egg with a fork in a medium bowl.

Combine 1 1/2 cups milk, 1/3 cup sugar and salt in a medium saucepan; bring to a simmer over medium heat, stirring occasionally.

Meanwhile, whisk the remaining 1/3 cup sugar, cocoa and cornstarch in a medium bowl. Whisk in the remaining 3/4 cup milk until blended.

Whisk the simmering milk mixture into the cocoa mixture. Pour the mixture back into the pan and bring to a simmer over medium heat, whisking constantly, until thickened and glossy, about 3 minutes.

Remove from heat.

Whisk about 1 cup of the hot cocoa mixture into the beaten egg. Return the egg mixture to the pan and cook over medium-low heat, whisking constantly, until steaming and thickened, about 2 minutes. (Do not boil.) Whisk in vanilla. Serve warm.

Per serving: 164 calories; 2 g fat (1 g sat, 1 g mono); 37 mg cholesterol; 34 g carbs; 6 g protein; 3 g fiber; 110 mg sodium; 311 mg potassium.

— Eating Well

The Spotlight

Employee Recognition Event

Customer Service Award:
Dearborn Heights

Safest Store Award:
Eastpointe

2014 Associate of the Year:
Jamey Gutierrez, *Landscape Design & Sales*

2014 Manager of the Year:
Brian Wotta, *IT Manager*

Raffle Prize Winners
Cooler: Andrea Cooper

AMC Gift Card: Lauren Rose

SPIFF Award: Sean Matthews

Shop Vac: Danielle Roffe

Panera Gift Card: Rod Marshall

Starbucks Gift Card: Stephanie Urcheck

Heating Pad: Michelle Hamilton

Fitbit: Kurt Olson

Fit Ball: Debbie Purdue

iTunes Gift Card: Rod Marshall

Keurig Coffee Maker: Pat Birch

Clock Radio: Kelly Reyna

1 day paid-time-off (2 winners):
Brittany Ross & Jessica Zonder

Casino Raffle Winners
32-inch TV: Jeff Pack

Weber Grill: Michelle Wieferich

Our Annual Employee Recognition Event was held Friday, January 16 at Club Venetian. A delicious dinner, award ceremony and casino night were the evening's highlights. We enjoyed seeing everyone there!



Dearborn Heights store won the Customer Service Award.



The Eastpointe store won the Safest Store Award



Jamey Gutierrez, winner of the Associate of the Year Award, along with Rick Vespa (l) and John Collins (r).



Brian Wotta, winner of the Manager of the Year Award with John Darin.



From left to right: Frank Janosz, John VanHouten and Dean Darin, celebrating 35 years with English Gardens!



Nancy Cook (r) with Matt Borden who is celebrating 40 years of service with English Gardens.

Employee Appreciation Days

Monday thru Wednesday,
February 23, 24 & 25, 2015

Monday thru Wednesday,
March 23, 24 & 25, 2015

Employees are entitled to a discount of 30% Off

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