



Fresh
from the

Garden

MAY 2015



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Upcoming Events

May

Baskets for a Cure

May 1 - 10

Portion of the sale of all flowering hanging baskets donated to the Barbara Ann Karmanos Cancer Institute in Detroit.

Mother's Day

Sunday, May 10

Open until 6 p.m.

Employee Appreciation Days

May 18, 19 & 20

Employees are entitled to a discount of 30% off

Jeans Day

Thursday, May 21

\$5 donation to American Diabetes Association

Memorial Day

Monday, May 25

Open until 6 p.m.

June

Jeans Day

Thursday, June 18

\$5 donation to Children's Hospital of Detroit

Father's Day

Sunday, June 21

Open 8 a.m. to 6 p.m.

Employee Appreciation Days

June 22, 23 & 24

Employees are entitled to a discount of 30% off



Observations

by John Darin, President

Customer Service

I read a recent survey that 60% of customers have left a store without making a purchase because of poor service or lack of service. It's vital we don't have customers leaving our stores because they can't talk to an associate. I've found a couple examples of customer service – two good and one bad, I'd like to share with you.

Going the Extra Mile

I broke the glass on my iPhone and took it to the Verizon store to get it fixed. They couldn't do it, but suggested I take it to the Apple store. I didn't want to go all the way to Novi, so I took it to the Fix-A-Phone store just down the street on Orchard Lake Road.

The manager told me it was going to cost a little more than if I took it to the Apple store, but I told them I didn't want to go that far. I'd been to that store before and had always gotten good service. The manager told me if I brought the phone back at 11:30, they would have a new glass face and fix it for me on the spot. The manager drove to their Pontiac store to get the part for me that same day. What a great example of going the extra mile!

Hyper Focus on the Customer

I visited a Kroger store where I typically don't shop. As I walked in the doors, it was clear I was going thru an exit, rather than the entrance. I saw a bagger (with his back to the door) approach me to trigger the doors to open. It was like he had eyes in the back of his head. Obviously, I wasn't the first person to make this mistake. But it was apparent he was very focused on the customer! It's the little things like this that make a big difference!

Underselling

I visited the car wash in Dearborn the other day, and ordered the "super duper scrub out." I told the attendant I wanted to get the salt out of my car mats. He said, I didn't need the "super duper" treatment, but gave me an option that was \$5 below what I was willing to spend. Not sure why there were 4 levels? Telling a customer they don't need something when they're prepared to buy it, is a classic example of underselling.

If you have stories about your experiences while shopping around town, e-mail them to me at jdarin@EnglishGardens.com. I'd love to hear about them. They might end up in a future "Fresh from the Garden" column.

Looking forward to a great Spring!

Anniversaries

May

Managers

- 40 Debra Lowman, ACO
- 24 Leigh Pierson, DBN
- 15 Ronald Dettloff, RO
- 11 Jim Miller, CT
- 8 Cheryl Miller, ACO

Associates

- 17 Andrew Donatiello, WB
- 16 Judith Darin, DBN
- 13 Monty Riley, WB
- 8 Cristin Barczewski, ACO
- 4 John McLean, LD
- 3 Jorge Ruiz, LD
- 2 James Keyes, WB
- 2 Amanda Stauffer, RO
- 1 Zachary Garsh, RO
- 1 Richard Kowalesky, RO
- 1 Steven Rice, AA
- 1 Mary Catherine Kwilos, DBN

Landscape News

Greetings from the Landscape Company

THE warm weather has finally arrived! Just like the stores, we are extremely busy this time of year. May and June are busy months as homeowners across Metro Detroit are anxious to have their outdoor living spaces updated. We feel that our team of talented designers and installers are the best in the region, and we ask that all associates pass this information on to store customers. We rely on you heavily to keep us busy through this time of year!



When talking to a customer, if they are looking for someone to install their landscape, please help them fill out a lead sheet with as much detail as possible. If you have a tablet or have access to a computer terminal, please fill out the lead request online through the English Gardens website. If you need to fill out the sheet on paper, don't forget to put your name on the form and fax it to the Landscape Company immediately! Your store pool will receive \$2 for every lead that you fill out properly! We'll then do our best to give them an excellent service, and you'll get rewarded with a Spiff.

2015 Spiff Program:

- \$1,000-\$5,000 = \$10 gift card
- \$5,001-\$25,000 = \$20 gift card
- \$25,001 & up = \$50 gift card

We will be visiting the stores on a weekly basis, so please continue to ask your store representatives any questions you have. As always, we appreciate all the help you provide us!

2015 \$ELL FOR SUCCESS

Values in Action: Teamwork

WHAT GOOD LOOKS LIKE

English Gardens Associates are team players. We understand the "magic" that happens when the spirit of cooperative action, support and camaraderie unites the Associates in the store.

Getting along with others is an important part of your job. No matter how talented you are, if you can't get along with others it is difficult to reach your personal and career goals. Building strong professional ties with coworkers can add to your career success. There may be days where you are the strongest team player and you can support a person who may be having an "off" day. For example, if you know that they are facing personal challenges you may find ways to support them to learn from it.

Characteristics of Great Team Players

1. Great team players put individual egos aside for the greater whole; without sacrificing personal goals and objectives.
2. Great team players arrive on time (15 minutes before scheduled time) and ready to work.
3. Great team players are dressed to code with uniforms, name badge and carrying necessary tools.
4. Great team players make others feel valued and appreciated.
5. Great team players communicate with others directly.
6. Great team players have genuine respect for one another based on similarities and differences.

7. Great team players are accountable. They admit mistakes and learn from them.
8. Great team players work with others to promote a vision.
9. Great team players do not gossip.
10. Great team players offer suggestions for improvement often and offer feedback only in private.
11. Great team players leave personal drama at home.

For one full day, practice assisting your fellow Associates whenever you see the opportunity to:

1. Assist other Associates with keeping the store clean and neat.

Springing Back

AFTER a long winter that resembled a roller coaster more than a sleigh ride, spring is finally here! And I know you are just excited as I am about spring and everything that comes along with it. Here are two ideas that keep me on that path to revitalizing.

First, I never ask myself to do something that I am going to fail at, and part of that is taking on something that is too big to begin with. While most people make a 'spring cleaning' list of everything they want to accomplish, it's better to first focus on one thing, making sure it's something you can change. For instance, if you feel that "being out of shape" is something you want to change, don't make your first goal walking five miles a day. Instead, take a walk a few times a week — even if it's just for fifteen minutes. If you set small achievable goals, you'll be surprised at how enjoyable the journey can be. Being successful at changing one thing often makes it easier to tackle the next goal. Remember, comebacks don't happen overnight. Give each new habit four months to take root — that will mean working on it consistently throughout the spring season!

This second idea is one of my favorites. On average, we get eight hours of sleep a night, leaving us with sixteen hours a day. So, why is it so hard for us to find one revitalizing hour a day? If you have a family, a job, or both, this can be especially challenging, but dedicating just one hour of retreat for yourself benefits not only you, but also those you love. Try waking up an hour early; have a trusted friend or your partner occupy the kids; and if you work, focus on something that is good for you instead of running errands at lunchtime.

And what should you do with that hour? Lock yourself in the bedroom or bathroom. Curl up with a book. Take a bath with candles and music piped in. Go to a coffeehouse or a local museum exhibit. Do whatever it takes to clear your mind of the stuff that keeps you from focusing on your personal goals.

Remember, one goal at a time, and one-hour-a-day at a time — and you'll truly be springing into action!

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

Safety

Tips for Fire Prevention

Smoke Alarms

- Install smoke alarms in every bedroom, outside each sleeping area and on every level of the home. For the best protection, interconnect all smoke alarms throughout the home. When one sounds, they all sound.
- Test smoke alarms at least once a month.
- Replace smoke alarms every 10 years.
- Make sure everyone can hear the sound of the smoke alarms. Talking smoke alarms have been found to be more effective with sleeping children.
- Have a home fire escape plan. Know at least two ways out of every room, if possible, and a meeting place outside. Practice your escape plan twice a year.
- When the smoke alarm sounds, get out and stay out.

Electrical

- Keep lamps, light fixtures, and light bulbs away from anything that can burn, such as lamp shades, bedding, curtains, and clothing.
- Replace cracked or damaged electrical cords.
- Use extension cords for temporary wiring only.
- Consider having additional circuits or receptacles added by a qualified electrician.
- Call a qualified electrician or landlord if you have recurring problems with blowing fuses or tripping circuit breakers, discolored or warm wall outlets, flickering lights or a burning or rubbery smell coming from an appliance.

Smoking

- If you smoke, smoke outside.
- Use deep, sturdy ashtrays.
- Never smoke in a home where oxygen is used.
- Keep matches and lighters up high in a locked cabinet, out of the reach of children.
- Never smoke in bed or when you are drowsy.

Monthly Recipe

Prosciutto-Arugula Pizza

Ingredients:

- 1/2 cup lower-sodium marinara sauce
- 1 (8 oz) thin pizza crust
- 4 ounces fresh mozzarella cheese, thinly sliced
- 2 ounces thinly sliced prosciutto, torn into 1/2-inch-wide strips
- 1 1/2 teaspoons canola oil
- 1 teaspoon fresh lemon juice
- 1/8 teaspoon kosher salt
- 1/8 teaspoon freshly ground black pepper
- 1 1/3 cups baby arugula

Directions:

1. Preheat oven to 450°.
2. Spread sauce over crust, leaving a 1/2-inch border; top evenly with mozzarella. Place pizza directly on middle oven rack. Bake at 450° for 10 minutes or until bottom of crust is browned and cheese melts. Remove pizza from oven; blot away any liquid from cheese using a paper towel. Top pizza with prosciutto.
3. Combine oil, juice, salt, and pepper in a medium bowl. Add arugula; toss well to coat. Arrange arugula mixture over pizza. Cut pizza into 8 slices.

Yield: 4 servings (serving size: 2 slices)

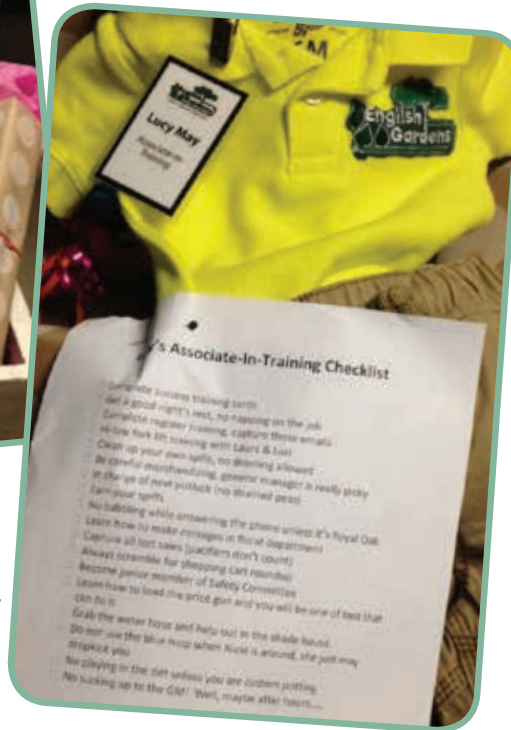
— *Cooking Light*

The Spotlight



Welcome Back!

The West Bloomfield Associates surprised General Manager, Jodi Ghedotte, on her return from maternity leave with this generous display of goodies for her new baby girl!



Congratulations!

Michelle Weiferich, MIT from the Clinton Twp. store, and her husband welcomed the arrival of Aurora Ann Wieferich, Saturday, April 11 at 2:18 p.m. Aurora weighed in at 8.5 lbs. and 21 in. long.

Could you use \$100?

Employee Referral Bonus

Who: All employees are eligible.

What: If you refer someone, and they are hired and work for EG for at least 60 days, you get a \$100 cash bonus!

When: New employee must be employed for at least 60 days, and then bonus will be paid out.

Note: You must notify HR prior to the new employee starting in order to get credit for the referral.

Questions: Call Nancy Cook, HR Manager at 248-703-9363.

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2. Assist other Associates with their assigned tasks, putting away tools, supplies, housekeeping, etc.
3. Assist the management team with any tasks they may need to be done throughout the day.

How did you feel at the end of the day? What reaction, if any, did you get from those to whom you offered assistance?

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

Employee Appreciation Days

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Monday thru Wednesday:

May 18, 19 & 20, 2015

June 22, 23 & 24