



Fresh
from the

Garden

NOVEMBER 2014



Follow us on
Facebook, Twitter & Pinterest
Download our Mobile App

Upcoming Events

November

Ladies Night, Royal Oak
Fri., Nov. 14 from 6 p.m. to 9 p.m.
Royal Oak store

**Make It & Take It Workshop:
Bow Making**
Sat., Nov. 15: 10 a.m., 12 noon & 1 p.m.
Sun., Nov. 16: 1 p.m. & 3 p.m.
All six retail stores, Fee: \$5

**Make It & Take It Workshop:
Christmas Wreath**
Sat., Nov. 15 at 11 a.m.
All six retail stores, Fee: \$5

Jeans Day
Thurs., Nov. 20
\$5 donation to St. Jude's Children's Hospital

Workshops
Ann Arbor, Dearborn Heights & West Bloomfield
Stores
Thurs., Nov. 20
6:30 p.m. Bow Making
7 p.m. Holiday Porch Pot
8 p.m. Paperwhite Bulb Garden

December

**Make It & Take It Workshop:
Holiday Porch Pot**
Thurs., Dec. 4 at 7 p.m.
All six retail stores, Fee: \$49.99, Value: \$69.99

**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



Observations

by John Darin, President

Thank You, Mr. Darin

The personalized touch makes all the difference when shopping.

Recently, I had to get a prescription filled at a pharmacy. I wasn't feeling well, and wasn't looking forward to taking care of this task.

But my interaction with the cashier turned a dreaded task into a very pleasant experience. After she rang up my order and gave me my bag and credit card back, she said: "Thank you, Mr. Darin."

It was such a surprise to hear her thank me by my name, I looked up, smiled and said "thank you." That simple exchange, turned my day around.

That's the connection we all need to make with customers to build relationships.

Thanking a shopper by her last name makes all the difference in the world for a great shopping experience.

I encourage everyone to try it, and use your business cards to help develop personal relationships with your customers. It's a way to create repeat business, and encourage your customers to refer their friends and family to you.

THE SEASON OF GIVING

During the holidays, we all tend to receive requests from charities looking for donations. Remember, giving doesn't necessarily have to be monetary. Don't feel guilty if you're not in a position to donate cash; consider donating some time to help. And remember, non-profits need help after the holidays as well.

January and February might be a great time to set aside some time to help an organization in need. Last year, we coordinated an activity with Senior Management to pack food for Forgotten Harvest.

Find a cause your passionate about and see how you can volunteer to make a difference.

Anniversaries

November

Managers

- 35 Dean Darin, MO
- 35 Franl Janosz, MO
- 11 Nancy Bacinski, RO

Associates

- 21 Ron Worth, DBN
- 13 Elise Paterek, EP
- 9 Jennifer Lau, RO
- 2 Silvia Buse, WB
- 2 Lauren Rose, RO
- 1 Simon Juncaj, ACO
- 1 Beverly Karlek, WB
- 1 Jennifer LaRue, AA
- 1 Michelle Krason, CT
- 1 Gabriel Totzke, EP

Landscape News

Greetings from the Landscape Company

November is our busiest month! We are still finishing up landscape installations, but most of our attention is focused on the holiday season. We still have plenty of room for new work, but it's very important to tell customers 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 contact!



Please apply what you learned during the Holiday Preview to explain to customers all the services we provide. When helping customers fill out the leads at our podiums, make sure to clearly write down their name, address, two phone numbers, email address and a description of the work they'd like done. Make sure to write down your name so we can reward you with a Spiff if the project is sold! Don't forget, the store pool receives one dollar for every lead you take.

We have placed signs in front of our lit outdoor trees to give customers a general idea of the cost of our services. They include the amount of product to professionally light certain trees. Please familiarize yourself with the location of these signs, and tell customers to refer to them to get a better understanding of our holiday lighting service.

We have several lighting ceremonies planned for November:.

Sun., Nov. 9, 2014: Partridge Creek Lighting Ceremony

Fri., Nov. 21, 2014: Village of Rochester Hills Lighting Ceremony

Thurs., Dec. 4, 2014: City of Royal Oak Lighting Ceremony

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

2014 \$ELL FOR SUCCESS *Trim & Decor*

WHAT "GOOD" LOOKS LIKE

We transform our retail stores to Christmas wonderlands in early November. We feature themed collections on our professionally decorated trees on the sales floor. You'll find a unique assortment, from traditional to contemporary.

Christmas Tree Trim

- A dazzling collection of hand blown and hand-painted imported glass ornaments in a variety of colors, shapes and styles. Collections change from year to year but always include traditional favorites like santa, snowmen and angels.
- Novelty ornaments include various animals, characters and figures made of anything

from "faux fir" to wire, beads, resin and more. This is one of our best Christmas categories. We pride ourselves on having something for everyone! From Eiffel towers to ballerinas, you can find it among our selection. All of our ornaments, including imported glass, can be personalized for gift giving.

- Boxed glass ornaments in many designer colors, styles and shapes.
- Silk Christmas flower stems and pics of life-like holly, berries, pine, fir, etc., which can be snow-frosted or sprinkled with glitter.
- A wonderful collection of designer ribbon in a variety of widths, colors and styles from "velvets" to embroidered. AND we offer custom bow making for a small fee.

- Miniature trim for table-top trees.
- Bead and tinsel garland.

Christmas Decorations

- Christmas tree skirts, stockings and rugs.
- Santa, angel and snowmen figurines.
- Nativity scenes.
- Dept. 56 Collectible Houses and accessories (in CT, RO & The Village of Rochester Hills)
- Plush stuffed animals.
- Christmas table top items from serving pieces to salt and pepper shakers.
- Table runners and napkins.
- Candles, holders and potpourri.

Enjoy the Season

As we embrace the winter season, let's look for ways to appreciate all it has to offer. This is a time of year when we can enjoy the beauty of sparkling snow, and the joy and tranquility that goes hand in hand with the season.

It's easy to notice the days are getting shorter and the sun isn't around as much. But winter still has so much to offer for us all. Think about it.

We can gather around a warm fireplace with our loved ones or wrap up in a cozy blanket to enjoy a good book. The season also allows us to pull out the skis, ice skates and snowmobile to enjoy the great outdoors. Or better yet, building a snowman or watching our kids or grandchildren make snow angels is one of the joys we get to take part right here in Michigan.

The sky may not be as sunny and temperature a bit on the cool side, but there is still so much we can do and so many

things and places to enjoy this season. I try to make each day fun, exciting and enjoyable for my family, friends and everyone around me. I love to look for new things to do each season, but especially in the winter.

And although I would choose to be no other place than Michigan, I find that I have to "Talk To The Mirror" much more during this time of year. When I send myself positive messages, the day turns out better than I ever imagined.

We have so much to be thankful for! We live in the beautiful state of Michigan and get to enjoy four wonderful seasons. We don't have to worry about mudslides, hurricanes and earthquakes that cause so much damage and heartbreak in so many other areas. And that is something we all should appreciate.

As you look for ways to enjoy the winter weather and upcoming holidays, remember to eat healthy, indulge a little and love a lot.

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

Safety

Electrical Cord Safety

- Keep power tools away from their power cords when in use
 - When using extension cords, suspend the cords over aisles or work areas to eliminate tripping hazards
 - Light duty extension cords should not be used with power tools and equipment. For construction, cords rated for hard or extra hard usage are needed.
 - Electrical tools should not be carried or pulled by the power cord
 - Tying power cords in knots can cause short circuits and shocks — loop the cords or use a twist lock plug
 - Keep power cords away from heat, water and oil
 - Vehicles should not be permitted to pass over unprotected extension cords
 - Place them in conduit
 - Place planks alongside the cords to protect them
 - Inspect cords and plugs
 - Check power cords and plugs daily
 - Remove any worn or damaged cords from service
 - A cord that feels more than comfortably warm should be removed from service
 - Replace broken three-prong plugs and make sure the third prong is properly grounded
 - Eliminate octopus connections
 - Several power cords should not be plugged into one plug
 - Pull the plug, not the cord — pulling the cord causes wear and may result in a shock
- Extension cords:**
- Should not be used as permanent wiring
 - Should be used only to supply power to locations without a power outlet

Monthly Recipe

One-Bowl Pumpkin-Chocolate Swirl Cake with Chocolate Ganache

Ingredients:

Cake

- 1 box Betty Crocker™ SuperMoist™ spice cake mix
- 1 c. canned pumpkin (not pumpkin pie mix)
- 1/2 c. water
- 1/3 c. vegetable oil
- 4 eggs
- 1/2 tsp. pumpkin pie spice
- 1/3 c. chopped semisweet baking chocolate
- 2 tbs. unsweetened baking cocoa

Chocolate Ganache

- 1/4 c. heavy whipping cream
- 1/2 c. chopped semisweet baking chocolate

Directions:

Heat oven to 325°F. Generously spray 10 or 12-cup fluted tube cake pan. In large bowl, beat cake mix, pumpkin, water, vegetable oil, eggs and pumpkin pie spice with electric mixer on low speed 1 minute, scraping bowl constantly. Increase speed to medium; beat 2 minutes.

Pour 1 cup of the batter into the glass measuring cup you used for measuring the water and oil. Stir in the 1/3 cup semisweet chocolate and the baking cocoa until well combined. Pour half of the pumpkin batter into pan. Spoon chocolate batter over batter in pan. Top with remaining pumpkin batter.

Bake 40 to 45 minutes or until toothpick inserted in center comes out clean. Cool 15 minutes; turn upside down onto cooling rack or heatproof serving plate, and remove pan. Cool completely, about 1 hour. Place cake on serving plate.

In microwavable bowl, microwave cream uncovered on High 45 seconds to 1 minute or until cream just begins to simmer. Add the 1/2 cup semisweet chocolate to the cream, and stir until smooth. Cool 5 minutes. Drizzle over cake.

NOTE: If desired, swap the spice cake mix for Betty Crocker™ SuperMoist™ yellow cake mix, and bump up the pumpkin pie spice to 1 1/2 teaspoons.

— Betty Crocker

If you have a recipe that you would like to share, please e-mail it to Nancy Cook at ncook@EnglishGardens.com

The Spotlight

Everyone in the stores did an amazing job getting ready for our Annual Christmas Open House on Sunday, Nov. 2. Beautiful decor, yummy treats and most importantly, Santa came to visit!



Clinton Twp. had a beautiful spread for their customers.



Eastpointe put out a delicious spread for customers. Associates each brought goodies to share.

Fun tip: make reindeer cookies by turning your gingerbread men upside down!



The kids got a kick out of Chelsea Hancock wearing the singing tree hat at Dearborn Heights.



Young and old enjoyed getting their picture taken with Santa.

Trim & Decor

continued from page 2

- Christmas wrapping paper, cards and bows.
- Christmas boxed cards.

Gift boxes are available for all of the above items.

Outdoor Decorations

- Lighted frames and plastic figurines.
- Weather-resistant ornaments and ribbon.

Christmas is a year-round activity for our Christmas Buyer, Linda Yugovich, who starts planning for the season in early January. She searches world-wide for the best selection of ornaments and decorations to brighten homes for the holidays.

Tour the Christmas aisles, areas, and displays on your own to familiarize yourself with all of the products listed and their locations. Think about creative benefits to customers as you study the items. Practice working with customers in the department, using your GARDEN selling skills and your product knowledge to exceed their expectations.



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