



Fresh
from the

Garden

MARCH 2015



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Upcoming Events March

Free In-store Presentation:
The ABC's of Growing Herbs
Sat., March 7 at 1 p.m.
All six retail stores

Make it & Take it Workshop:
Kitchen Herb Garden
Sat., March 7 at 2:30 p.m.
All six retail stores

Free In-store Presentation:
Get a Green, Healthy Lawn
Sat., March 14 at 1 p.m.
All six retail stores

Jeans Day
Thurs., March 19
\$5 donation to Michigan Red Cross

Free In-store Presentation:
Starting Seeds Indoors
Sat., March 21 at 1 p.m.
All six retail stores

Kid's Workshop: Plant a Salad Bowl
Sat., March 21 at 2:30 p.m.
All six retail stores

Garden Party Weekend
Sat. & Sun., March 28 & 29
All six retail stores

April

Free In-store Presentation: Pruning Tips
Sat., April 4 at 1 p.m.
All six retail stores

Annual Spring Training
Tues., & Wed., April 7 & 8
Club Venetian, Madison Heights
Mandatory Training
More details to come



Observations

by John Darin, President

Sell for Success

WE enhanced our Monthly Bonus Program for our store teams. Our goal is to put more money in your pocket, and improve the sales of our company. We launched the new program in January. It includes four ways to increase your paycheck each month.

- \$5 for each full-priced Garden Club membership sold
- \$2 for each valid Landscape lead
- \$1 for each new E-mail address captured
- \$1 for each unique item captured on the Lost Sales Report.

Garden Club is our loyalty program. For a \$20 annual fee, members receive:

- 10% off most regular and now priced merchandise
- Special sale days, including our advance Christmas sale
- Extended plant warranties: 2 years on trees, shrubs & evergreens; and 1 year on perennials and rose bushes
- Subscription to English Gardens Inspirations magazine

Everyone can sell Garden Club memberships. Memorize these benefits so you can readily share them with your customers, and encourage them to join.

Getting each customer's e-mail address is important to our overall marketing efforts, and helps create customer loyalty. E-mail is also the only way customers find out about our weekly One Day Deals.

Be sure to ask for their address, if we don't already have it. You'll be letting them know about special deals, and putting another dollar into your store pool.

This year, we increased the amount earned for each lead for our Landscape Company to \$2. Fill out a lead sheet for every interested customer and it could turn into more money for everyone.

New this year: \$1 for each unique item captured on the Lost Sales report. Finding new product categories and becoming more important to our customers is a great way to increase sales. The best way to learn what customers want is by adding those items to the Lost Sales report in OMNI.

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Anniversaries

March

Managers

29 Kevin Lowman, ACO

25 Brian Wotta, ACO

10 Ji, Morris, LD

Associates

27 Paul Kunert, CT

7 Laura Milliken, WB

27 Christine Miller, CT

3 Elissa Hoffman, DB

18 Karen Sexton, ACO

3 Rietta McIntosh, EP

18 Recina Ward, ACO

3 Sterling Weber, LD

10 Debra Matthews, CT

2 Melissa Morgan, AA

8 Beth Heleski, MO

2 Michelle Wieferrich, CT

8 Reagan Davis, MO

1 Holly Dentico, MO

8 Greg Gallerini, LD

1 Jenna Gambino, MO

8 James Harvey, LD

1 Jeffrey Pack, LD

7 Nancy Levy, EP

Landscape News

Greetings from the Landscape Company

THE Landscape Company is preparing for the upcoming spring rush. We've spent the winter implementing changes and new ideas for 2015 that we are all excited about. We are always aiming to create a more efficient operation and improve our sales. To do this, the design team is getting in touch with past clients and finishing up winter projects aimed to set us up for a successful spring.

Please don't forget about us during the remainder of winter. We are still able to meet customers in the cold and get their project scheduled before the spring rush. The best way for us to acquire new customers is from store leads. We have already received several leads from the stores, and we urge all associates to continue discussing our landscaping services with potential customers.

Also, don't forget about our Spiff Program, where you can be rewarded for turning in a lead. Remember, every lead that you fill out, will help your odds of winning next year!

We appreciate all the help, and look forward to a successful 2015!



2015 \$ELL FOR SUCCESS

Indoor & Tropical Plants

WHAT "GOOD" LOOKS LIKE

English Gardens has a great indoor house plant section with low to high light plants, low water plants and tropical bloomers. We help our customers find the perfect plant to meet their needs whether it is for their home or simply to give the gift of something living.

Light Requirements for Interior Plants

We divide light requirements of interior plants into three categories: high light, medium light and low light. We will have the most success if they match the right plant for the light conditions. Check our interior plant signs if not sure.

High Light Plants (Bright): Bright light means a sunny southern or western facing window with bright, direct light all day long. Good choices include succulents and cactus, crotons, weeping ficus, yucca and areca palms.

Medium Light (Indirect): Indirect light can be either an eastern facing bright window or in the interior of a room with a southern or western facing window that receives full light. Some choices are cyclamen, ivy, schefflera, pothos, and Norfolk Island Pine.

Low Light: Many rooms qualify as low light, especially in winter. Rooms with north facing windows, rooms partially shaded by outdoor trees and even tables set too far in to receive much light from a window, would all qualify as low light situations. You should be able to read a newspaper comfortably to qualify as having enough light to grow a low light plant. Good choices are peace lily, button ferns, dieffenbachia, aglaonema, maranta, snake plant, cast iron plant, lucky bamboo, bamboo palm, kentia, draphis palm and dracaena.

Foliage Combination Pots

Pots with a combination of plants are very popular. To put them together correctly, the plant's watering and light conditions need to match, otherwise some of the plants will suffer. We put together a "Thriller" or a tall upright plant, with a "Filler" or full mounding plants, and a "Spiller" or low growing trailing plant to make a well balanced combo pot. Pots should have good drainage using a saucer to catch the water. The potting soil used should be high quality for best drainage and fertility. Accessories such as a bow, small figuring, or a pot cover complete the look.

Watering Guidelines

Houseplants have specific watering requirements. It's important to water plants individually to account for their differences.

1. Watering assessments are done first thing every morning. There are four types of watering:
 - a. Plants whose soil needs to be kept moist
 - b. Those who prefer to dry out a little
 - c. Ones that must completely dry out before watering and
 - d. Plants that need to be watered from the bottom.
2. Hanging baskets are lifted slightly to feel their weight. If they are light, they need water; if heavy, they don't need water.
3. Pay special attention to Bonsai plants, water gently and thoroughly. These are high end items that need water more frequently.
4. Take your time when watering the house plants. Establish a regular pattern to prevent missing areas when you water.
5. Be aware of customers when pulling the hose. Never leave the hose in aisles and use signs to alert customers.

Sugary Drinks Can Contribute to Weight Gain

SMOOTHIES, energy drinks, fitness waters, fruit juices, sodas and specialty coffee drinks have all become a staple in American culture.

Some of these drinks sound and even taste great, but to the surprise of many, most of them are filled with large amounts of sugar and other ingredients we really don't need.

A study by the Harvard School of Public Health provided substantial evidence that these types of drinks (sodas, fruit juices, energy drinks, bottled teas, etc.) contribute to weight gain in adults and children. Even more, consuming too many sugary beverages can also increase the risk of Type 2 diabetes, along with your waistline.

So in other words, if you want to lose weight and get healthy — start by cutting out sugary soft drinks, fruit-flavored punch and other sugary beverages.

According to Consumer Reports, calorie intake from beverages is up by as much as 25 percent in the last 20 years, and about half of the extra calories come from sweetened drinks.

That's no surprise to me. A 24-ounce Starbucks Vanilla Bean Frappuccino (without

whipped cream) or some of the 20-ounce Smoothies on the market contain about as many calories as a McDonald's Big Mac.

Some of these drinks contain sugar and other ingredients that provide little or no nutritional benefit.

For example, in energy drinks you'll find "extra" ingredients such as high levels of stimulants, vitamins, minerals and questionable herbal stimulants. But sugar is the main culprit in most of these drinks.

A study in the Journal of Pediatrics from Cornell University found that children who drank more than 12 ounces of sweetened drinks a day gained significantly more weight over a two-month period than children who drank less than six ounces a day. Sweet drinks were defined as soda or pop, fruit punch, bottled teas or drinks made from fruit-flavored powders such as grape or lemonade.

When it comes to losing and maintaining a healthy weight, the smart choice is to choose drinks that won't pack on the pounds, are more beneficial to your health and without the extra sugars.

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

Monthly Recipe

Fresh Tomato, Sausage, and Pecorino Pasta

Ingredients:

8 oz uncooked penne
8 oz sweet Italian sausage
2 tsp olive oil
1 c vertically sliced onion
2 tsp minced garlic
1 1/4 pounds tomatoes,
chopped
6 tbs grated fresh pecorino
Romano cheese, divided
1/4 tsp salt
1/8 tsp black pepper
1/4 c torn fresh basil leaves

Directions:

Cook pasta according to package directions, omitting salt and fat; drain.
Heat a large nonstick skillet over medium-high heat. Remove casings from sausage. Add oil to pan; swirl to coat. Add sausage and onion to pan; cook 4 minutes, stirring to crumble sausage. Add garlic; cook 2 minutes. Stir in tomatoes; cook 2 minutes. Remove from heat; stir in pasta, 2 tablespoons cheese, salt, and pepper. Sprinkle with remaining 1/4 cup cheese and basil.

— *Cooking Light*, Sept. 2009

Safety

Carbon Monoxide Safety Tips

WINTER is here. And while you've probably fired up the furnace plenty, and stocked up on firewood, have you studied up on carbon monoxide safety?

Carbon monoxide is a poisonous gas that's nicknamed the "silent killer" because you can't see it, smell it or taste it. Furnaces, stoves, ovens, water heaters and blocked chimney vents can all be potential sources of carbon monoxide, or CO.

Here are some important safety tips:

Furnace and Chimney Safety Precautions

- Have fuel-burning heating equipment and chimneys inspected annually by a licensed professional.
- Make sure the damper is opened and clear of debris before using a fireplace.
- Never use your oven or stove to heat your home.
- When purchasing new appliances, look for products that have been tested.
- Make sure all fuel-burning equipment is vented to the outside and kept clear.
- Call in a professional if you spot these signs: Damaged or discolored bricks at the top of chimney, moisture around windows and walls near furnace or excessive rust on vent pipes or the outside of appliances.

CO Alarm Testing and Replacement

- Run a test on your CO alarms at least once a month, and replace them if they aren't responding correctly.
- A CO alarm isn't a substitute for a smoke alarm, and vice-versa. You should familiarize yourself with the different sounds each alarm makes.
- If the carbon monoxide detector is beeping, go outside and immediately call 911 or the fire department.

Proper ventilation, a solid cleaning, and a working early-CO-detection alarm are your biggest allies when it comes to preventing a carbon monoxide buildup this winter.

The Spotlight

Uniform Sale Extended

Place your order thru April 8 and receive a 50% discount on all apparel and accessories.

Order on-line at www.EnglishGardens.com

Located in the Associate Login Section (*right side of page, at bottom*)

Associate Login

Password: spring2014

Uniform Site

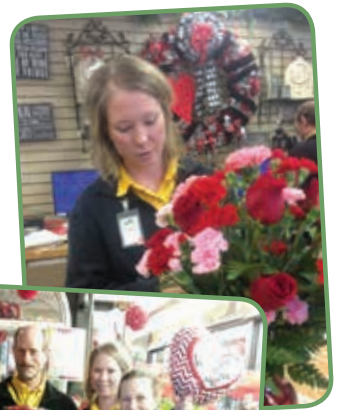
Login: english

Password: gardens

To receive the discount, you must select payroll deduction for payments.

Any questions, please call Nancy Cook, HR Manager at 313-278-5244.

A Look at the Dearborn Heights florist on Valentine's Day!



Congratulations to Jodi Ghedotte, General Manager of the West Bloomfield store and her husband Ryan on their new bundle of joy!

Lucy Mae Ghedotte was born Jan. 30, 2015, weighing in at 7 lbs., 10 oz. Welcome to the EG family!



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This is a great tool that's reviewed by our Merchandising Team every week.

Make sure you know how to record the information, and whenever possible get a customer's name and phone number, so we can follow up with them once the product does come in. It's another \$1 in your store pool, and another great way to help us grow the business.

Remember, the more you participate in these programs, the more money you'll earn!

Be sure to ask your manager if you need more information on this program.

Employee Appreciation Days

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

April 20, 21 & 22, 2015

Employees are entitled to a discount of 30% Off

Scholarship Opportunity Available! Enrico and Marie Vespa Scholarship Program

A Scholarship Program of the Community Foundation for Southeast Michigan

The co-founders of English Gardens, Enrico and Marie Vespa, created an endowed scholarship for employees and their dependents who are pursuing undergraduate or graduate studies. The Enrico and Marie Vespa Scholarship awards up to four \$2,500 scholarships each year.

To learn more and apply online visit: cfsem.org/scholarships

Be sure to use the online application designated for English Gardens employees and their dependents. May 1 is the priority deadline for applying.

Questions? Call 313-961-6675 or email scholarships@cfsem.org

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