



Fresh  
from the

Garden

OCTOBER 2014

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## Upcoming Events October

**Free In-store Presentation**  
**Indoor Gardening Tips**  
Saturday, October 11  
10 a.m., All Stores

**Jeans Day**  
Thursday, October 16  
\$5 donation to Karmanos Cancer Institute

**Free In-store Presentation**  
**Putting Your Garden to Bed**  
Saturday, October 18  
10 a.m., All Stores

**Free In-store Presentation**  
**Holiday Decorating Tips**  
Saturday, October 25  
10 a.m., All Stores

**Kid's Event:**  
**Spooktacular Halloween Party**  
Saturday, October 25  
11:30 a.m., All Stores

## November

**Christmas Open House**  
Sunday, November 2  
10 a.m. to 5 p.m., All Stores

**Ladies Night**  
Friday, November 7  
6 p.m. to 9 p.m., Clinton Twp. store

**Ladies Night**  
Friday, November 14  
6 p.m. to 9 p.m., Royal Oak store



## Observations

by John Darin, President

### Perceived Value

What's the perceived value? It's important we don't underestimate the perceived value of our products, and determine in advance what a customer is willing to pay.

Often we sell products by the value we place on them, rather than the value given by a customer. We can easily short change ourselves and the customer by doing this.

I've experience two recent examples of this.

Last weekend, I was shopping in the MSU bookstore. A customer asked an associate for ink pens. The associate replied: "There are some over there, but they're \$30." Her tone implied that \$30 was a lot of money. She didn't think the pens were a value at that price, and her tone could have been discouraging to the customer.

Instead that set of pens was exactly what the customer was looking for, and she didn't flinch at the \$30 price tag.

Another example I encountered while shopping at Hiller's Market. I was going to my parent's house to celebrate my dad's birthday, and wanted to bring him a whole watermelon. He loves watermelon.

I visited the produce department and found sliced melon, so I asked an associate for a whole watermelon. He said: We have them in the back, but you know it's going to be \$12.99. He also said: "And they're not that good."

I told him I'd take it anyway. I had no idea what it was worth, but whatever the cost, bringing a whole watermelon to my dad on his birthday was important to me.

I got to the register to pay and the cashier said the same thing. You know this is \$12.99. Her tone, too, indicated she did not think the watermelon was worth that price.

I since learned that whole watermelons cost about \$7 or \$8, but at that point, I gladly paid \$12.99. I was at that store, wanted a watermelon and didn't want to go anywhere else.

All too often, our tone as sales associates can leave a customer questioning her decision to make a purchase. In both instances, those associates were being paid to make sales. They

*Continued on page 4*

# Anniversaries

October

## Managers

- 11 Andrew Collins, DBN
- 5 Sean Matthews, RO

## Associates

- 11 Lawrence Kulpa, RO
- 9 Gary Johnson, WB
- 2 Patrick Deng, CT
- 2 Deborah Hanson, CT
- 2 Tally Hayes, AA
- 1 Elliott Ackerman, CT
- 1 Scott Alderman, WB
- 1 Jacob Donia, AA
- 1 Kitt Proimos, RO
- 1 Nick Speth, AA

# Landscape News

## Greetings from the Landscape Company

**OCTOBER** is extremely busy for us as we install last-minute landscaping, do fall clean-up, and work on holiday lighting. Our three largest holiday lighting jobs: The Village of Rochester Hills, The Mall at Partridge Creek, and the City of Royal Oak will all be installed this month. This allows us more time before Thanksgiving to install holiday work for new clients!



We've enjoyed a good year thus far, and we look forward to continuing that through the 4th quarter! Much of our success is due to YOUR hard work getting us leads. Please continue to promote our services and help us finish strong this year.

The Landscape Podiums in the stores have both holiday and landscaping lead sheets. For any interested customers, please help them fill out a lead with as much information as possible. Acquiring two phone numbers, their address and email will help ensure that we can contact them as quickly as possible. Time is everything during this fast-paced season and with all the correct information, we can guarantee customers we will contact them within 48 hours! Also, be sure to write your name legibly on the lead sheet so we can award spiffs for any sold jobs!

We look forward to seeing everyone at the holiday preview on October 13, where we will have a booth displaying our holiday work. Please ask us any questions and pass that information along to interested customers.

# 2014 \$ELL FOR SUCCESS

## Accepting Deliveries

### WHAT "GOOD" LOOKS LIKE

Deliveries or shipments of products arrive in the store daily. Our goal is to get these shipments unloaded and signed for in an efficient manner so that trucks leave our parking lot and do not interfere with our traffic flow. Reminder: the truck drivers work for us and our customers always come first.

### When a Delivery Truck Arrives

1. If you are in the area of the delivery truck, make contact with the driver to see what is being delivered. If the driver is blocking traffic, ask the driver to move the vehicle to the appropriate unloading area.
2. Make an announcement on the radio to announce (Ex: "There is a shipment of annuals in the lot.") If it is a small package from UPS or FedEx, sign for the package so the driver can be on their way.

3. All plant shipments need to be inspected and signed off by a Manager before the driver leaves the lot. We call this "EGQ." We may return damaged or unsatisfactory merchandise. If you notice something with questionable quality, be sure to alert a Manager.
4. New product needs attention immediately. Push racks to an appropriate holding area. Tag product, if needed, before taking it to the retail area. Only unload racks if directed to.
5. When finished receiving, return to doing the task you were doing, when the shipment arrived. Do not leave a task unfinished.

### Packing Lists & Invoices

1. Verify that the delivery is for your location
2. All shipments contain a Packing List or

Invoice that is very important paperwork needed to price and pay for merchandise.

3. All Freight Bills and Invoices are to be placed on the clipboard with the Daily Receiving log. Complete the log for each delivery. All packing lists must be verified against the shipment, check-marked and signed. Any variances or damaged goods need to be noted on the Freight Bill and reported to the vendor immediately.
4. All shipments are logged in by vendor.

### SHOW YOU KNOW

#### Demonstrate Accepting Deliveries

Describe the procedures for accepting deliveries to your Mentor. Have your Mentor observe as you assist with a delivery. Tell your Mentor the procedures for handling Packing Lists and Invoices.

## A Brain Healthy Diet

Most of us know that eating healthy can help keep the weight off and fend off chronic illnesses like heart disease, cancer and Type 2 diabetes. But did you know it can also help keep you mentally sharp and reduce your chance of getting Alzheimer disease?

Although there is no cure for Alzheimer's disease yet, certain foods can have a positive effect on our overall mental health.

According to the Alzheimer Association, a healthy diet is vital to maintaining a healthy brain. And this benefit isn't just for seniors. People in their 40s, 30s, and even their 20s can benefit from eating brain-healthy foods.

A brain healthy diet is rich in fruits, vegetables, fish, legume and healthy fats. These are the same foods that are also good for your heart.

In fact, people who eat these foods are less likely to suffer from brain and heart ailments. It's much easier for a healthy heart to pump oxygen and nutrients to a healthy brain.

Unhealthy foods, high in saturated fats and cholesterol clog the arteries and are closely connected with higher risk for Alzheimer disease. These foods also increases cellular inflammation and reduce blood flow to the brain and heart.

The good news is there are power foods that do the opposite — reduce inflammation and increasing blood flow to the brain AND heart. These foods are:

- Fruits and vegetables
- Fish
- Healthy fats from nuts, olive oils, avocado
- Whole grains such as brown rice and cereals
- Coffee and teas, which contain amino acid

Overall, if it's good for your brain, it's also good for your heart. In fact, it's good for your entire body. The benefits from eating healthy are tremendous.

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

# Safety

## Slips, Trips & Falls Prevention

Over 12,000 people are killed each year from falls — approximately 1,200 of them occur at work. Falls are the most common cause of accidental deaths in the home.

### Primary Causes of Falls

- A foreign object on the walking surface.
- Design planning and layout flaws in the walking surface.
- Slippery walking surfaces, particularly in doorway thresholds.
- Individual moving too fast for the surface.
- Individual using improper shoes for the walking surface.

### Identifying Hazards

Prevent slips, trips and falls by looking for the following:

- Stair steps that are slippery, worn or broken.
- Stairway railings that are missing or loose.
- Lighting that is very dim or nonexistent.
- Good maintenance of non-slip surfaces on loading ramps.
- Ladders with loose or broken rungs should be removed from service.

### Protection Against Slips, Trips, or Falls

- Be alert — watch where you are going.
- Check the conditions of the floors, stairs, ladders and work area — report any defects to your supervisor immediately.
- Look for elevation changes (manholes, drains, uneven pavement).
- Remove clutter and drop cords from walkways.
- Place signs out when a floor area is slippery.
- Clean up all spills when they happen.
- Conduct good housekeeping walk-through on a daily basis.
- Keep drawers closed.
- Walk — do not run!
- Carry only loads you can see over.
- Use the hand railing when climbing up or down the stairs.

## Monthly Recipe

### Pork Chops With Apples and Garlic Smashed Potatoes

#### Ingredients:

- 1 pound small fingerling potatoes
- 2 cloves garlic
- Kosher salt
- 4 1/2 -inch-thick boneless pork loin chops (5 oz each)
- 2 teaspoons chopped fresh sage
- Freshly ground pepper
- 1 tablespoon extra-virgin olive oil
- 1 large red onion, cut into 1/2-inch wedges
- 2 Granny Smith apples, cut into 1/2-inch pieces
- 3/4 cup apple cider
- 1/4 cup buttermilk

#### Directions:

Put the potatoes and garlic in a saucepan, cover with cold water and season with salt. Cover and bring to a boil, then uncover and continue cooking until tender, about 15 minutes. Cover and set aside.

Meanwhile, rub both sides of the pork chops with the sage, and salt and pepper to taste. Heat a large cast-iron skillet over high heat, then add 1 teaspoon olive oil and sear the chops until golden on both sides, about 5 minutes total. Transfer to a plate. Wipe out the skillet and add the remaining 2 teaspoons olive oil. Add the onion and apples and cook over medium-high heat until lightly browned, about 5 minutes. Season with salt and pepper and stir in the cider.

Return the chops to the skillet. Cover and cook, turning once, until just cooked through, 4 to 5 minutes. Drain the potatoes, reserving 1/4 cup liquid. Return the potatoes to the pan; add the buttermilk and mash, adding cooking liquid as needed. Season with salt and pepper. Serve with the pork chops, onion and apples. Drizzle with the pan juices.

<http://www.foodnetwork.com/recipes/food-network-kitchens/pork-chops-with-apples-and-garlic-smashed-potatoes-recipe.html>

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



# The Spotlight

## 2014 Health Fair

Monday, October 13, 2014

3:30 p.m. to 6 p.m. • Royal Oak Store

The event is free and we will have several booths this year.

### Vendors:

Flu Shots: (*Free for THC members w/medical card; \$25 for others*)

|                   |                 |           |
|-------------------|-----------------|-----------|
| Total Health Care | Activa          | AFAC      |
| Legal Shield      | Sun Life        | Concentra |
| Ulliance          | Meadowbrook     | Karmanos  |
|                   | Weight Watchers |           |

*Enter for your chance to win a \$100 VISA gift card just for attending & visiting the booths!*

## 2014 Holiday Preview

Monday, October 13, 2014

6 p.m. to 9 p.m. • Royal Oak Store

Learn about what's new for Christmas 2014  
Prizes, food, education & fun!

Dinner begins: 5 p.m.

Training begins: 6 p.m.

*This is a mandatory, paid training event.  
Proper uniform is required including name tag*

## Fall Uniform Sale

Place your order before October 31 and receive a  
50% discount on all apparel and accessories.

Order on-line at [www.EnglishGardens.com](http://www.EnglishGardens.com)

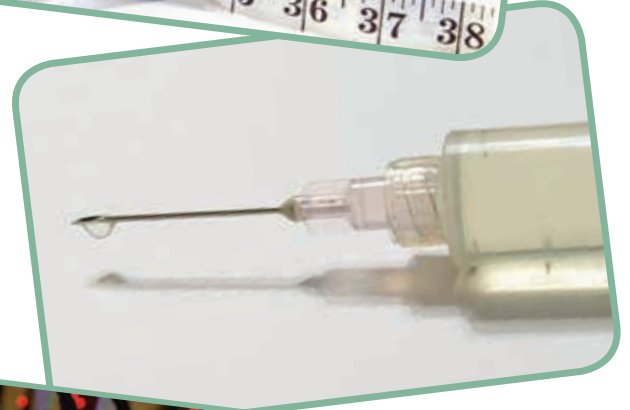
Located in the Associate Login Section (right side of page, at bottom)

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, Human Resources Manager at 313-278-5244



### Observations

*Continued from page 1*

could have easily discouraged a customer from making a purchase because of their perceived value of the price of an item.

It doesn't matter what value WE put on a product. The only thing that matters is what a customer thinks.

Tone and voice inflection communicate as much as words. Remember that as you're showing options. We can't pretend to know how much they'll pay and what an item is worth to them.

Let them make the decision. Don't make it for them.

And by the way, the watermelon was delicious!