

Fresh from the

# Garden

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## MARCH EVENTS

### ENGLISH GARDENS PLYMOUTH NURSERY OPENING DAY CELEBRATION

Friday, March 1, 2019  
8:30 - 10 a.m.

### EMPLOYEE APPRECIATION DISCOUNT DAYS

Enjoy 30% Off • March 1, 14, 15, 28 & 29, 2019

### FREE SEMINAR

Top 20 Spring Garden Tips  
Saturday, March 2, 2019 • 1 p.m.

### LANDSCAPE JOB FAIR

Saturday, March 2, 2019  
9 a.m. - 1 p.m.  
Pontiac and Plymouth Locations

### RETAIL JOB FAIR

Saturday, March 9, 2019  
9 a.m. - 1 p.m. • All locations

### FREE SEMINAR

Let's Get Growing - Seed Starting  
Saturday, March 9, 2019 • 1 p.m.

### KID'S WORKSHOP

Planting Project  
Saturday, March 9, 2019 • 2:30 p.m.

### DAYLIGHT SAVING TIME BEGINS

Sunday, March 10, 2019

### MITI WORKSHOP

Spring Floral Arrangement  
Thursday, March 21, 2019 • 7 p.m.  
Clinton Twp., Dearborn Heights,  
Royal Oak and West Bloomfield locations

### ST. PATRICK'S DAY

Sunday, March 17, 2019

### FREE SEMINAR

Trending Now: House Plants  
Saturday, March 16, 2019 • 1 p.m.

### FIRST DAY OF SPRING & DAFFODIL GIVEAWAY

Wednesday, March 20, 2019

### FREE SEMINAR

The Grass is Greener  
Saturday, March 23, 2019 • 1 p.m.

### FREE SEMINAR

Grow Your Own Veggies  
Saturday, March 30, 2019 • 1 p.m.



## OBSERVATIONS Spring is in the Air!

by John Darin, President



Spring arrives this month! Our customers are ready to visit our stores looking for ways to make their homes and gardens beautiful.

As you prepare for the busy season, thinking like a customer will help you provide great service.

I went grocery shopping recently. There were several things the cashier did to make my experience great. As I began to unload my groceries, I asked if I should remove the water from the bottom of the cart. He said: No, I already rung that up. I responded that he was well trained. He said cashiers are trained to automatically ring the bottom of the cart first every time. That's a great way to control Shrink.

As he scanned a dozen eggs, he opened the carton and discovered one egg was broken so he sent the young man who was bagging to go get another dozen for me.

The cashier was "thinking like a customer." I didn't end up disappointed with a broken egg - that experience was memorable and much appreciated.

Then as we finalized the transaction, I asked if they sold Playing Cards? He immediately accessed their store's inventory via his smart phone and told me they were sold out.

We have technology like this to service our customers and make sure they leave with everything they need. You can check inventory at the register for your store, as well as our other stores. Use multi-channel retailing to obtain products you might not have in stock. And be sure to place any requests on the Lost Sales report. Our buyers review those lists every week to look for new products we can carry, and place re-orders of anything that's missing.

I'm looking forward to seeing everyone at Spring Training! It's going to be a great day of information and fun!

Have a great March!

*John Darin*

**SLEEP DEPRIVATION CAN  
AFFECT YOUR HEALTH**

Wellness is about taking care of you from the inside out. And taking care of you includes eating healthy, maintaining a healthy weight, exercising, reducing stress, being positive and happy and getting enough sleep.

The National Sleep Foundation reports that anyone who gets less than eight hours of sleep on a regular basis is susceptible to weight gain and other health problems. Sleep deprivation increases your risk for heart disease, high blood pressure, stroke, heart attack and diabetes. Sleep-deprived people also are more likely to be overweight and obese. When you are exhausted you are more likely to consume more calories and resist the urge to eat healthy foods and snacks.

The American Medical Association also finds that sleep-deprived people experience hormonal changes that make them feel hungry even when they are full. Researchers believe a snack can be a quick “pick-me-up.” Tired people also are less likely to cook healthy meals or exercise because they lack the energy and motivation to do so.

The good news is that if you suffer from a lack of sleep, there is something you can do about it. A good night’s sleep is classified as getting at least seven or eight hours of sleep. Adequate sleep can impact how we feel, how we think and our ability to make healthy choices in our lives. It can help reduce stress and make you more aware and better able to cope with all of life’s curveballs.

Here are few tips that can be beneficial for getting more sleep:

- Limit caffeine, alcohol and heavy meals late in the day and at night.
- Exercise regularly.
- Avoid naps after 3 p.m.
- Make your bedroom comfortable, and with the right temperature.
- Don’t sweat the small stuff in your life.
- Meditate and focus on the positive things in your life.

All of these things will not only help you get better sleep but also lead to a host of other positive changes in your life.

- *Love, love, love,*

*Florine Mark*

**SELL FOR SUCCESS:  
MARCH 2019**

**10 Things You Never Knew  
About Succulents**

To say succulents are having a moment right now would be an understatement. But since they’re extremely easy to care for, come in just about every color, and are so very cute, we think their popularity is long overdue. Before you pick up your next stonecrop or agave plant, here’s what you should know:

- 1. Succulents originate from dry, desert locations.** Succulents first cropped up in areas with long dry seasons (such as Africa), since they store water in their leaves.
- 2. They get their name from their thick, sap-filled leaves.** Succulent comes from the Latin word “sucus,” which means juice or sap. It’s also a nod to the nourishing leaves that help these plants survive in extremely warm conditions (aka you only have to water yours once a week, since they thrive in sunlight and dry air).
- 3. Approximately 60 different plant families contain succulents.** Including families like Cactaceae (cacti) and Xanthorrhoeaceae (which is also home to aloe vera).
- 4. You can find them in just about every color of the rainbow.** Shades of green are a given — but you can also find succulents that are blue, purple, pink, orange, and red!



- 5. Generally, succulents are pest resistant.** Just another reason why these plants are so easy to maintain. (If you do experience issues and your succulent is outside, you may be dealing with scale or aphids. If it’s inside, the problem could be fungus gnats, mealybugs, woolly aphids, or spider mites.) woolly aphids, or spider mites.)
- 6. You can use succulent cuttings to grow new plants.** It’s called “propagating.” To do this, snip off a succulent leaf, let it dry in the sun, and plant it in dirt and water.
- 7. Succulents are often confused for cacti.** Cacti are succulents, but not all succulents are cacti. What makes a cactus a cactus: Its thorns, which is basically its version of leaves.
- 8. The size of the leaf tells a story of its origin.** Smaller leafed succulents grow better in higher elevations, their native habitat. Some sedums grow in alpine areas and produce small flowers in the early spring.
- 9. A Christmas cactus is basically a succulent poinsettia.**
- 10. Succulent jewelry is a thing — and it grows as you wear it.** Since these plants are so low-maintenance, you can show off your green thumb on your wrist, ears, or fingers for weeks at a time.

# SAFETY

*It's Everyone's Business*

## I AM SAFETY

- I try, at all times, to practice good housekeeping habits. I believe in following the policy of "a place for everything and everything in its place."
- I am careful when using hand tools, which I use only for the purpose for which they were designed. I look for defects, such as loose or split handles, loose or bent shovel blades, worn or sprung wrench jaws. If I discover a defective tool, I turn it in for replacement.
- I firmly believe in wearing personal protective equipment. I am fully aware of the many times, in the past, that my use of hard hats, safety goggles, safety shoes, and gloves has enabled me to avert injury.
- When assigned to a job that requires lifting, I follow correct lifting procedures, using leg muscles rather than back muscles. If it appears that a weight is beyond my limits, I make it a habit to ask for help.
- When operating heavy equipment, I recognize the hazards involved and take necessary precautionary measures. Before starting a piece of equipment, I walk around it to see that neither workers nor materials will be endangered. When I leave equipment unattended, I make certain that scoops, shovels, blades, etc., are resting on ground level. I take necessary precautions against any chance of the equipment being started by an unauthorized person.
- When driving mobile equipment on streets and highways, I obey all traffic rules and regulations. As a professional driver, I am alert to the possible inadequacies of other drivers and am prepared to make necessary allowances.
- I anticipate possible dangers in any given operation and make every effort to analyze these before starting on the work involved.
- With the full realization that unattended cuts and scratches can result in serious complications, I report for first aid care at any time that I receive an injury of this type.
- I do not indulge in horseplay, and do everything possible to assure the safe being of my fellow workers.
- I report all unsafe conditions and acts to my supervisor.



## GREETINGS

*from the Landscape Company*

### PROFESSIONALS DOING EXTRAORDINARY WORK

The Landscape Company is currently preparing for the upcoming spring rush. We have spent much of the winter implementing some changes and new ideas for 2019 that we are all very excited about.

We always aim to better ourselves 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 geared to set us up for a successful spring.

We know the hardest thing to do in the landscaping industry is generate business during the "off season." Typically, as soon as the weather warms up, we get busy. However, 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, and send us their information.

Special thanks to Debra Matthews & Lori Heiden. They have sent us leads in 2019.

Please inform prospects that this is a great time to contact us about our services, as the design staff can spend

a bit more time with them during this time of the year. We promise to treat all clients with the same level of customer service that they experience in the stores!

Also, don't forget about our Spiff Program, where you can be rewarded for turning in a lead.

We appreciate all the help, and look forward to a successful 2019!

## MANAGER & ASSOCIATE ANNIVERSARIES

### MANAGERS

#### YEARS

- 33 Kevin Lowman, ACO
- 32 Michelle Hamilton, ACO
- 29 Brian Wotta, ACO
- 14 Jim Morris, LC
- 9 Nicholas Banks, WB
- 6 Michelle Wieferich, CT
- 5 Holly Dentico, MO

### ASSOCIATES

#### YEARS

- 31 Christine Miller, CT
- 22 Karen Sexton, ACO
- 22 Recina Ward, ACO
- 14 Debbie Matthews, CT
- 12 Greg Gallerini, LC
- 12 Jennifer Lau, RO
- 7 Sterling Weber, LC
- 7 Annette Ferris, RO
- 7 Carol Grillo, CT
- 7 Elissa, Hoffman, DB
- 7 Paul Desrosiers, DB
- 5 Jeff Pack, LC
- 4 Barbara Spendal, CT
- 4 Shelley Sams, RO
- 3 Kim Vineyard, LC
- 3 Dena Serrato, RO
- 2 Dillon Wauldron, DB
- 1 Michael Westerndorf, PN
- 1 Leslee Lesar, EP
- 1 Lisa Drew, RO
- 1 Matthew Kennedy, RO



## THEY TOLD US!

from our Customers

**FROM DEARBORN HEIGHTS –**  
Carol is so great! 100% customer service.

**FROM EASTPOINTE –**  
Came for a class on planting. Maggie did a great job! Love your classes and everything about your store.

**FROM ROYAL OAK**  
I attend Royal Oak seminars often. I am very pleased by all. The expert staff is helpful. I like the print outs and help given, plus the sales are good too. Thank you!

**FROM WEST BLOOMFIELD**  
Tuesday was so helpful! I could not have succeeded without her help!! I am buying for a charitable organization and she was terrific!

**FROM LANDSCAPE**  
My neighborhood Home Owners Association awarded me with the Best Christmas Light Display for 2018! Rod was my crew leader for the setup. Jamey was the lead designer. Thank you for all of your help! We won because of the good job that you guys do!

# SECRET SHOPPER SCORES

## January 2019

Clinton Township	84%
Dearborn Heights	N/A
Eastpointe	100%
Royal Oak	97%
West Bloomfield	97%
Landscape	N/A



## Benefits Corner for EMPLOYEES

# \$500

Would you like an EXTRA \$500 in your pocket?

LANDSCAPE COMPANY Referral **BONUS** Program

The **BONUS** Program is as easy as 1-2-3!

1. Refer a **NEW** employee to **ENGLISH GARDENS**.
2. That person is hired and works **90 DAYS**.
3. **YOU RECEIVE \$500!** That's it! It's that **EASY!**

Note: \$500 referral bonus is valid for new English Gardens employees only. Effective for employees hired after 2-7-19. Employees MUST mention your name at application process.

## WOULD YOU LIKE AN EXTRA \$500 IN YOUR POCKET?

### Landscape Company Referral BONUS Program

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## 2019 Spring Uniform Sale

February 28 - March 14, 2019

Freshen up Your English Gardens Uniform Before Garden Party

Take advantage of our Spring Uniform Sale 50% discount on apparel and accessories.

Order online at [EnglishGardens.com](http://EnglishGardens.com)  
Located in the Associate Login Section (right side of page at bottom)

Associate Login  
Password: senior18

Uniform Site  
Login: english  
Password: gardens

Any questions, please contact Nicole Phillips, Human Resources Manager at 586-233-5691

## SPRING UNIFORM SALE

Freshen up Your English Gardens Uniform Before Garden Party

2019 Annual Spring Training

## ANNUAL SPRING TRAINING

March 18 & 19, 2019  
9 a.m. to 5 p.m.

Club Venetian  
29310 John R.,  
Madison Heights, MI 48071  
248-399-6788

Bring your EG Business Card for a chance to win raffle prizes. Mandatory event for all associates. Uniform and name badge required.

SIGN UP IN-STORE

