

# Fresh from the Garden

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## AUGUST EVENTS

### FREE SEMINAR

Landscaping DIY  
 Saturday, August 5, 2017  
 10 a.m. • Six Main Stores

### MAKE IT & TAKE IT WORKSHOP

Cactus & Cocktails  
 Tuesday, August 8, 2017  
 7 p.m. • Six Main Stores  
 Fee: \$15 for three plants.  
 Each additional plant is \$5  
 Plus, a festive summer  
 adult beverage on the house!

### FREE SEMINAR

Get the Dirt on Composting  
 Saturday, August 12, 2017  
 10 a.m. • Six Main Stores

### EMPLOYEE APPRECIATION DISCOUNT DAYS

Enjoy 30% off  
 August 14-16, 2017

### FREE SEMINAR

Hydrangea 101  
 Saturday, August 19, 2017  
 10 a.m. • Six Main Stores

### FREE SEMINAR

Hydrangea Re-blooming Tips  
 Saturday, August 26, 2017  
 10 a.m. • Six Main Stores



## OBSERVATIONS

### What's Your Secret Shopper Score?

by John Darin, President



The goal is 100%. How many times this year did your store hit that mark and get a free pizza lunch?

Dearborn Heights: 2	Royal Oak: 3
West Bloomfield: 4	Ann Arbor: 2
Clinton Twp: 1	Landscape Company: 4
Eastpointe: 2	** thru June 2017

There are two main reasons we don't get 100%:

1. Lack of customer engagement upon entering and shopping the store.
2. Lack of add-on and tie-in sales.

These two measures can be fixed with reminders, training with role playing and by setting an example. Here are a few suggestions:

1. Remember the 10-ft rule, whenever you're within 10 feet of a customer, you should:
  - Make eye contact
  - Smile
  - Say Hello
2. Offering add-on or tie-in sales:
 

We are experts in assisting customers complete their projects, and suggesting merchandise and services that are suitable to them. As you're working with customers and asking them fact-finding questions, show options as well as add-on items that will help them be successful.

As we outline in our Success training cards, use the rule of three to present a complete package to a customer.

- A. What is the primary item they are purchasing? Tropical house plant
- B. What tie-in items work with the primary item? Pottery, soil, fertilizer
- C. What accessories will be shown? Gloves, plant stand, plant saucer

Every item in our store has at least one item to accompany it. Be sure your customers leave the store with everything they need to be successful with their project.

Concentrating on these two key customer service issues will help ensure your store receives 100% on your monthly secret shop – and get a pizza lunch!

*John Darin*

# WELLNESS CORNER

## DON'T FORGO YOUR FITNESS ROUTINE THIS SUMMER

This is the time of year when I see more people outdoors walking, jogging, riding their bikes or walking their dogs. This all equals exercise and summer is a great time of year to get creative with what you do.

The adage 'if you fail to plan then you're planning to fail' rings especially true in the summertime. Many people move into the season with a false sense of confidence believing they will still abide by the same fitness routine and healthy lifestyle they do most of the year.

Good intentions can quickly go down the drain. Dining out becomes the norm and intense exercise often gets replaced with an evening stroll that isn't nearly as effective at warding off extra helpings of dessert and those popular sugary drinks in the summer.

Here are a few important tips to help you stay healthy and active this summer and Fall.

### Keep your goal in mind

When you're out having fun and socializing it can be easy to get lost in the moment and lose sight of your healthy living goals. Stay focused and remind yourself of the hard work you've put in already and why you're staying committed to a healthier lifestyle.

### Find a buddy

If you'd like to increase your chances of success try the buddy system. Partner with a friend to get healthy and active, or come see us at Weight Watchers. We offer support and accountability.

### Take in the outdoors

Make sure to spend as much time outside as you can this summer and you'll feel compelled to increase your activity. Commit to a morning stroll, evening bike ride, take your lunch break outside, or take the family to the park after dinner. All of these things will inspire you to get moving and be happy.

Above anything else you do to succeed this summer, keep a positive mindset and stay focused on your goal. No matter how many times you miss the gym, fall off track or get discouraged, the reward of a healthy mind, healthy body and healthy attitude is awaiting you.

- Love, love, love,

*Florine Mark*

## SELL FOR SUCCESS: AUGUST 2017

### PERENNIALS WHAT "GOOD" LOOKS LIKE

The perennial department at English Gardens has many varieties. Perennials increase in popularity every year, and you will find more and more customers developing an interest in this area.

#### Perennial Customers

There are several types of customers that you will be serving in this department:

- The customer with no prior knowledge.
- The customer who is a novice grower and wants to enlarge their perennial garden.
- The knowledgeable gardener who is looking to add to their collection of perennials and is specific in their selection.

As you work in this department, you will become more and more familiar with the different types and varieties of perennials. There are also very good reference books if you require additional information on a particular plant or just want to improve your own knowledge.

#### Perennial Area Set-Up

The perennial area is typically set up by sun/ shade requirements. All plants are marked with their Latin and common names, as well as full sun, part shade or shade preference, description of the plant and price.

Pot sizes range from 3.25-inch to 3 gallon pots. Plants in larger pots will produce a bigger plant sooner, which helps with our short growing season.

#### Perennial Area Daily Maintenance

The perennial area must look neat and tidy at all times. Perform these duties everyday:

- Tables should be full for displays to look their best. You are responsible for placing them on the tables properly spaced.
- Keep plants clean. Take off any yellowing or decaying foliage regularly during the day.
- Fill inn displays or space out pots as items sell.
- Check plants during the day to see if additional watering is needed. A hot sunny or windy day will dry out pots before they get watered the following morning.
- Most plants have a tag in the pot identifying the plant and providing additional information. Ensure pots are all properly tagged with labels facing the customer.



- All plants for sale must look their best. Inspect plants regularly for diseases or insects, especially aphids. If you detect anything suspicious, let your Manager know. You can remove the plant from the display and contact your Manager on the next step.
- Plants that fail to thrive should be removed to the back. Do not throw plants out unless advised to do so by a Manager, because some of these plants may be returned to the vendor. And, any plants that are thrown out need to be logged on a Waste Sheet.
- Some perennials sell out faster than others. Be sure to remove signs of sold out varieties. Clean and file the signs for next use.
- Keep the perennial area clean at all times – hoses coiled, carts lined up, signs straight, and product neatly displayed.
- Create and maintain exciting end cap displays. Color coordinate and cross-merchandise with pottery, statuary or small fountains.
- Create and maintain an English Display Garden that utilizes boxwood as borders and other accent nursery plants as well as larger garden features like large fountains, arbors and patio furniture. Change the flowering plants often.





## GREETINGS

from the Landscape Company

### PROFESSIONALS DOING EXTRAORDINARY WORK

The Landscape Company has remained busy through July this year, and we are expecting that trend to continue into August. We expect leads to pick back up as the fall push approaches.

We appreciate all store associate's efforts in obtaining these leads for us, as we simply couldn't operate without them! Because of these efforts, we have been able to hand out several spiffs to associates whose lead turned into a sale. Don't forget to put your name on the bottom of these lead sheets so we

can reward you after the sale occurs. Please continue reminding customers about our services, and we will do our best to convert the leads into a sale! \$5 for every lead taken goes to the bonus pool.

August is often the time of year we do our best work. The design staff can spend a bit more time with each customer, and develop some very creative solutions. With concerns about planting in the excessive heat, we often find ourselves designing more patios, boulder walls, water features, and night lighting systems this time of year.

However, please advise customers that with a little more watering, their plants will be just fine if planted in August. We can also plan for fall installations. Tell customers we can be flexible, and work around their needs.

We are also starting to focus on holiday lighting. We typically start installations toward the end of September. If you have any interest from customers, make sure they are contacting us early if they want a desired installation date.

This is also the time of year that we submit several projects to be judged by the Michigan Green Industry Association. We look forward to

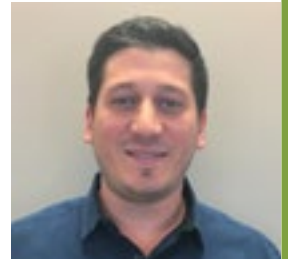
## CONGRATS!

*Birth Announcement*  
Michelle Wieferich (CT)

Congratulations to Michelle on the birth of baby Luna Mae Wieferich on Sunday, June 28, 2017.



*New Hire*  
Wes Zari (ACO)  
On July 17, 2017  
Wes Zari joined the English Gardens family as IT Assistant Manager.  
Welcome Wes!



receiving numerous awards for the great work that we've done over the past few years.

Thanks again for your continued efforts in supporting the Landscape Company, and please remember to fill out those lead sheets for any interested customers!



## SAFETY

It's Everyone's Business

### TORNADO WATCH VS. WARNING

First, it's surprising how many people still get confused between a **WATCH** and a **WARNING**.

A **WATCH** means that severe weather is possible. Use this advanced notice

to plan as the potential storms could still be hours away.

A **WARNING** means that severe weather is happening right now. A lot of people don't take *Severe Thunderstorm Warnings* seriously. To them, if it's not a tornado, it's not dangerous, and that couldn't be any further from the truth. Some high-end severe thunderstorms generate wind as strong as a tornado -- the only difference is that this wind is blowing in a straight line, and not rotating. A *Tornado Warning* means that either somebody has visually confirmed a tornado, or Doppler radar is showing strong indication that a tornado may be developing. You need to take cover immediately.

#### Where do I take cover?

The rules about where to protect yourself from a tornado are actually quite simple.

First, don't delay! If you have access to a basement, seek shelter down there, and further protect yourself by getting under

a table or going into a small room if one's available.

Second, stay away from windows! Your parents or grandparents (or maybe you) were told many years ago to open windows when a tornado threatens. That is not only wrong, but actually makes things even worse. Furthermore, windows offer you no protection from wind-whipped debris.

Third, if the building you are in does not have a basement, then get into a small interior room on the lowest floor, such as a bathroom, closet, or pantry. The reason you want to be in or near the center of the building is that this puts some walls between you and the tornado, which protects you from flying debris.

Remember: Most people who are hurt or killed by tornadoes are hit by airborne debris so, the more walls between you and the tornado, the better.

# Health Corner for EMPLOYEES

## ARE YOU MISSING THESE NEEDED NUTRIENTS?

Today's fast-paced schedules and convenience food culture don't leave much room for solid nutrition. In fact, more than half of all Americans aren't consuming enough fruits, vegetables and whole grains to meet their nutritional needs.

Macronutrients (carbohydrates, protein and fat) and micronutrients (vitamins and minerals and phytochemicals) provide the fuel your body needs to function. Learn which four nutrients are most lacking in the American diet – and how to ensure you get your due:

**Potassium.** Your body needs potassium to keep your heart pumping, as well as your muscles and other organs working normally. Potassium and sodium are the yin and the yang for blood pressure. While you may hear a lot about lowering sodium intake to help keep blood pressure in check, it's also important to simultaneously increase your potassium intake.

*Where to get this nutrient:* While the best-known source of potassium may be bananas, you can find the critical mineral in a variety of foods, including potatoes, beans and lentils, yogurt, milk, tomatoes and orange juice.

**Fiber.** Dietary fiber fills you up, keeps blood sugar levels in check and helps prevent diseases ranging from cancer to stroke. Not only does low fiber intake increase the chance of constipation but it also can increase your risk of chronic disease.

*Where to get this nutrient:* Fortunately, fiber is easy to find. Oatmeal, beans, barley, quinoa and most fruits and vegetables (especially apples, berries and broccoli) are chock full of the stuff. But if you're adding fiber to your diet, make sure to boost your water intake, too. A sudden spike in fiber intake without additional water can lead to tummy troubles.

**Vitamin D.** Vitamin D's primary role is to enhance the absorption of calcium from food. While our bodies do make vitamin D when exposed to sunlight, getting sufficient D from food and sunlight alone can be a struggle if you live in Michigan.

*Where to get this nutrient:* Not many foods are high in vitamin D. Fatty salmon, cod liver oil, tuna, sardines, pork, mushrooms and eggs are solid sources, as are milk, yogurt and other D-fortified dairy products.

**Calcium.** Calcium and strong bones are linked. Trouble is, you aren't likely to recognize the impact of low calcium intake until much later in life. In addition to

# ASSOCIATE WITNESS PROGRAM

Established for Associates to report any activity that violates Company policy. Employee theft, fraud, and drug or alcohol use are examples of incidents that should be reported. Reports are handled anonymously and identity is protected.

## THERE ARE THREE WAYS YOU CAN REPORT AN INCIDENT:

1. Talk to a Manager or Supervisor.
2. For Retail Store concerns call John Darin directly at (248) 981-4002 e-mail [jdarin@EnglishGardens.com](mailto:jdarin@EnglishGardens.com) call Human Resources at (313) 278-5244 e-mail [ncook@EnglishGardens.com](mailto:ncook@EnglishGardens.com).

For Landscape Company concerns call Rick Vespa directly at (248) 842-7159 e-mail [rvespa@EnglishGardens.com](mailto:rvespa@EnglishGardens.com) call Human Resources at (313) 278-5244 e-mail [ncook@EnglishGardens.com](mailto:ncook@EnglishGardens.com).

3. Provide a written description of the violation and mail to: English Gardens Corporate Office Attention: Human Resources 22536 Ford Rd. Dearborn Heights, MI 48127

SECRET SHOPPER SCORES JUNE 2017	
Ann Arbor	100%
Clinton Township	81%
Dearborn Heights	94%
Eastpointe	81%
Royal Oak	100%
West Bloomfield	100%
Landscape	94%

building and protecting bones, calcium helps prevent diseases ranging from colon cancer to heart disease.

*Where to get this nutrient:* If you're getting two to three servings of dairy every day, you should meet your needs. Don't eat dairy? You can still find calcium in fortified foods (like OJ, cereal and plant-based milk), broccoli, collard greens and beans.

# THEY TOLD US!

from our Customers

## FROM ANN ARBOR –

*Jacob Graham was a wonderful help to me over the phone and should be commended for going beyond the call of duty. Tara Bayer also was a tremendous help.*

## FROM DEARBORN HEIGHTS –

*Emily Ostroski helped me with a tree selection and when I asked a question and she wasn't exactly sure of the answer, she checked it out. She was very helpful and cordial.*

## FROM WEST BLOOMFIELD –

*Jill Clissold of your West Bloomfield store went above and beyond. She is a warm and friendly employee and I hope you put this in her permanent record.*

## FROM LANDSCAPE –

*Brian Dale and the crew went totally above my expectations from beginning to end of project. I will highly recommend Brian to all family, friends and neighbors. Beautiful job!*

# MANAGER & ASSOCIATE ANNIVERSARIES

## MANAGERS

- 10 Jodi Ghedotte, WB
- 4 Tracy Campbell, WB

## ASSOCIATES

- 25 Wendy Stolzenfeld, RO
- 13 Becky Menger, RO
- 10 Steven Burke, WB
- 9 Paul Soulsby, RO
- 3 Sharon Glidden, CT
- 2 Katie Manley, ACO
- 1 Gilberto Alvarado, LC
- 1 Carol McCormick, RO
- 1 Cori Lademan, AA
- 1 Jason Kern, CT
- 1 Ryan Pini, CT

All these nutrients are found in either vegetables, fruits, whole grains, legumes or dairy. Following the USDA recommendations – meaning that half of your plate is full of vegetables and fruits, one-quarter is whole grains and that you get two to three servings of dairy each day – makes you more likely to get the nutrients you need.