

Fresh from the

# Garden

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## FEBRUARY EVENTS

### GROUNDHOG DAY

Friday, February 2, 2018

### FREE PRESENTATION

Succulents in the Home

Saturday, February 3, 2018 • 1 p.m.

### SUPERBOWL SUNDAY

Sunday, February 4, 2018

### FREE PRESENTATION

Bring on the Birds

Saturday, February 10, 2018 • 1 p.m.

### KID'S WORKSHOP

Create a Bird Treat

Saturday, February 10, 2018

2:30 p.m. • Free

### ORCHID FESTIVAL

Saturday, February 17 &amp;

Sunday, February 18, 2018

*Free Presentation: Orchids 101*

Saturday, February 17, 2018 • 1 p.m.

*Free Presentation: Orchids 102*

Sunday, February 18, 2018 • 1 p.m.

*MITI Workshop: Orchid Garden*

Saturday, February 17 &amp;

Sunday, February 18, 2018 • 2:30 p.m.

### VALENTINE'S DAY

Wednesday, February 14, 2018

### EMPLOYEE APPRECIATION DISCOUNT DAYS

Enjoy 30% Off • February 19-21, 2018

### PRESIDENTS' DAY

Monday, February 19, 2018

### FREE PRESENTATION

Landscape Design Basics

Saturday, February 24, 2018 • 1 p.m.



## OBSERVATIONS Serving the Customer

*by John Darin, President*



By now you have probably heard that we are discontinuing "hub" – our weekly method of moving product from one store to another.

After much discussion, and analyzing this system, we estimate it costs about \$200,000 or more each year to operate hub. That included time to locate items, pack them up, data entry for transfers, transportation costs, checking in product and then re-merchandising the product at the home store.

Our analysis didn't account for loss of associate time for merchandising and assisting customers.

We believe by not running hub this year, we'll offer better customer service by having our products and our people on the sales floor, rather than in back rooms.

Now, it's more important than ever to think about multi-channel retailing and how we get the product where it needs to go.

There are several ways to get our products to the customer's home or another store for customer pick-up, including our trucks, Suburban delivery service, Fed-ex, trusted vendor trucks, or even our administrative and senior management vehicles traveling to and from locations.

We believe this move will save money, AND improve customer service. We'll need to work together as a team to identify and solve challenges as they arise. We're counting on everyone to communicate issues you see or encounter. We'll address them with our ultimate goal in mind: Customer Service.

I appreciate everyone's help as we find ways to satisfy our customers.

THANK YOU to everyone who attended our Annual Employee Recognition Event at the DIA last month. We had a great turnout and received many positive comments! I'll see you all again at our Spring Training event March 19 & 20!

*John Darin*

# SELL FOR SUCCESS: FEBRUARY 2018

## FLORAL DEPARTMENT

The Floral Department is where you will find fresh flowers, vases, floral accessories and pre-made arrangements. This is also where custom-made designs are ordered and created. This area changes with the seasons and is one of the first departments to reflect a change in season at English Gardens.

The Floral Department is always full of color and a wonderful way for the customer to start their shopping experience.

- We Offer Custom Arrangements
- Traditional to Stylized Arrangements
- Basket or Vase Arrangements
- Wedding/ Event Arrangements: Personal Flowers, Boutonnieres, Corsages
- Funeral Arrangements: Traditional Triangle, Easel Sprays, Funeral Wreaths, Casket Sprays

### Determine the Customers' Interests

Customers looking for a custom-made arrangement are often unsure of what they really want. They usually have a general idea of color, size, type of flowers in the arrangement and the purpose or location of the arrangement. By asking the following questions, you will find out exactly what they want so the designer can create the perfect arrangement for them.

- What type of arrangement are you looking for? Wreath, arrangement, accent piece, centerpiece, sympathy, etc.
- What color scheme are you interested in? Ask about the colors in the room, house, etc.
- Is the design a focal point or accent piece?
- What size of design would they like?
- When do they need the design completed?

Take all the information from these questions, as well as the customer's name, address and phone number. Contact the customer when their order is ready for pick up.

Floral orders can come in by phone or in person. Many call after visiting our website. Customers may order online also, and this is a great place to view photos and descriptions.

At English Gardens we strive to provide excellent customer service. Make sure the customer feels comfortable with their purchase by assuring them they are making the right decision. Speak clearly and at a moderate pace. Ask them to repeat if you didn't understand. Check name spellings as nothing is more embarrassing than spelling a name wrong especially for the recipient.

### Guidelines for Taking a Floral Order

- Ask the customer placing the order for their phone number. Update or obtain all customer info.
- Get recipient's name and address, and place phone number in the Reference Line.
- Ask for delivery date.
- Use the customer's and recipient's name. Example: Denise, what message would you like me to write to your mother for her birthday? This message will prompt how you will proceed with sale.
- Ask "Would you like to send a flower arrangement, wrapped bouquet, or flowering or tropical plant?"
- Now that you have an idea of size (price), you talk about colors, ie., seasonal, jewel tones or pastels. Try and stay away from specific colors or flowers unless you know we have them on hand.
- Ask if they are interested in a keepsake vase or a basket, or if they'd prefer the money to go toward the flowers.
- Describe the arrangement to them, as beautiful and aromatic, or in vivid or soft colors.
- Suggest a finishing touch, and add what might be appropriate, ie., candy, jewelry, statuary, or memorial plaque. Ask if you could suggest adding balloons, greeting card or stuffed animal.
- Wrap up the sale by adding in the delivery fee.
- Give them the final price; Assure them it will be beautiful.

WeightWatchers®

## WELLNESS CORNER

### CREATE HEALTHY HABITS TO AVOID COMMON ILLNESS

It's common this time of year to see people sniffing, coughing or blowing their noses. Maybe it's just a cold. Perhaps, it's the flu, or even allergies.

We've all been there, and it's no fun feeling sick and miserable. So, what do you do to lessen the chances of catching a cold or the flu this time of year?

I believe the first step toward prevention should be taking care of yourself from the inside out. That starts with maintaining a healthy diet and exercising. Immunity is weakened if your body is unhealthy.

#### To stay healthy:

- Eat your fruits, vegetables, lean proteins and healthy carbohydrates.
  - Drink plenty of fluids, and exercise regularly.
  - Are you getting enough sleep? Eight hours are recommended each night for adults. Children need more.
  - Take your vitamins. Sometimes, despite our best intention, our daily diet does not fulfill each of our nutritional needs. Vitamins provide a healthy, safe alternative.
  - Wash your hands well and often.
  - Cleanup your space. Disinfect well-used surfaces at home and work. Things like light switches, computer keyboards, doorknobs and telephones are shared by many people, and can result in the spread of germs.
- Healthy habits support a healthy body. Remember the saying, "an apple a day keeps the doctor away?" Apparently, there was some truth to it.
- *Love, love, love,*

*Florine Mark*



## SAFETY

*It's Everyone's Business*

### HAND INJURIES

Did you know that hand injuries account for one-third of the two million disabling on-the-job accidents which occur each year? Here are some ways we can protect our hands and prevent injuries.

- Wear approved work gloves when handling rough materials and during other operations where your hands are directly involved in the lifting or moving of objects.
- Remove or bend down protruding nails, splinters and sharp edges on materials.
- Check for proper hand clearance when moving a load through a narrow area (e.g., doorways and aisles).
- Keep your hands free of grease and oil.
- Sweep up all broken glass or sharp objects.
- Do not wear rings while working – they can be caught easily on machinery or other objects.
- Take an extra moment to pay attention to what you are doing and the placement of your hands. Keep your fingers out of harm's way!
- Report all injuries – no matter how minor – and obtain first aid.

It is very important to wear work gloves every day. Any damage to your hands should be reported immediately. A small cut or scrape can lead to an infection with long-term misery and pain. It is not worth ignoring. Always wash your hands after any contact with a chemical and before eating or drinking. Use lotions to replace oils that are lost.

Take care of your hands. It's difficult to get along without them.



## GREETINGS

*from the Landscape Company*

### PROFESSIONALS DOING EXTRAORDINARY WORK

February for the Landscape Company is all about preparing for the upcoming spring. We have completed most of our holiday take-down work, but we are still busy working on special projects in anticipation of the spring rush.

With our successful year in 2017, we are expecting our momentum to carry over to this year. We are already getting in touch with clients, preparing spring contracts, and updating our estimating software. This is also a great time for the design staff to share ideas with each other, and get inspired for the upcoming season.

As always, your help is crucial for our success. We urge all associates to continue discussing our landscaping services with potential customers, and send us their information. We know the cold winter doesn't put customers in the mood for landscaping, but please continue to inform prospects that this is a great time to contact us about our services. Our design staff can spend more time with clients during this time of the year, and we can get them scheduled for the first available spots in the spring.

Finally, the Landscape Company is hiring for several positions including: Design staff, crew leaders, crew members, and interns. Please inform any job seekers about our open positions!

We appreciate all the help, and look forward to a successful 2018!



## COMPANY ANNOUNCEMENTS

### 2017 EMPLOYEE RECOGNITION EVENT WINNERS

Manager of the Year  
Nick Bank, WB

Associate of the Year  
Pat Birch, CT



Customer Service Award  
Landscape Company

Safest Store Award  
Ann Arbor

## MANAGER & ASSOCIATE ANNIVERSARIES

### MANAGERS

25 John Collins

### ASSOCIATES

17 Stephanie VanHaverbeck, LC

11 Karen Carducci, AA-DB

11 Bill Maywood Jr., CT

9 Ann Reimer, CT

9 Lynn Proimos, RO

6 Michael Martens, DB

5 Stephanie Urcheck, DB

4 Scott Schultz, LC





## Health Corner for EMPLOYEES

### WHAT YOUR DENTIST CAN TELL YOU ABOUT YOUR HEALTH

Could your mouth be the window to your overall health? That may be taking it a bit far, but your mouth is one of the first places your body indicates if you are sick or have an underlying health problem. For this reason, regular dental check-ups are an important part of maintaining health and wellness.

#### Here are some conditions identifiable by your oral health:

**Heart Disease.** Studies show that gum disease and inflammation of the gums are associated with a higher risk for a heart attack or stroke. If you have a family history of heart disease or other risk factors (high blood pressure, history of smoking, etc.), paying attention to your gums and practicing good oral hygiene is especially important. Contact your dentist if you see any sign of swelling or infection, and share any issues you have with your gums with your doctor.

**Cancer.** Sometimes the most serious conditions are the hardest to spot. As much as you think you know your mouth, a dentist or doctor may be more likely to spot a red patch or unusual bump that is potentially cancerous.

**Diabetes.** According to the Centers for Disease Control & Prevention (CDC), nearly one in four adults living with diabetes don't know they have the condition. Frequent swelling of the gums, bad breath, progressive bone loss and the inability to treat gum disease are normally indicators of an underlying

problem, and may be one symptom of undiagnosed diabetes. They are also issues that you may not notice without consulting with your dentist.

**Stress.** While stress may not seem like a serious issue compared to others on this list, too much stress can have detrimental effects on both your mental and physical health. Dentists will notice if you grind your teeth or clench your jaw, which are signs of stress. If left untreated, these problems can lead to more severe issues like worn down and chipped teeth or even bone loss. It also could be a wake-up call to work on reducing stress in your life.

Your best bet for avoiding any severe condition is to properly take care of your mouth. Brush and floss daily and thoroughly, be on the lookout for anything out of the ordinary, visit your dentist every six months for cleanings.

## 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

## THEY TOLD US!

*from our Customers*

### FROM CLINTON TOWNSHIP –

*Cassandra Kus is an excellent example of the right kind of sales person to represent English Gardens. Smile & warm greeting, excellent knowledge of merchandise, knew where products were located, researched other English Gardens for stock availability and was able to multi-task customers and supply full information. She answered all of our questions!*

### FROM EASTPOINTE –

*Paul Graebert, you do a great job at your facility. Keep up the great job! You're always willing to give assistance if I need it. I've lived here 63 years – shopped your facility as long as I have lived here, always since it came here! Our area is lucky to have you!*

### FROM ROYAL OAK

*On Saturday 12/16/17, I came in to look at artificial Christmas trees. Having only had real trees before, this was a difficult task. English Gardens employees Becky Menger and Steve Brincat were very helpful and educated me completely about the tree I bought. Becky dismantled the tree and put it in my small car. I decorated it that day and it is beautiful! Thanks to your excellent sales staff!*

### FROM WEST BLOOMFIELD

*Kim Smith was extremely helpful when I told her I wanted an unusual, contemporary centerpiece, she had great suggestions!*

# SECRET SHOPPER SCORES

## December 2017

Ann Arbor	100%
Clinton Township	100%
Dearborn Heights	100%
Eastpointe	97%
Royal Oak	100%
West Bloomfield	100%
Landscape	100%