

Fresh from the Garden

Connect with us on



FEBRUARY EVENTS

EMPLOYEE APPRECIATION DISCOUNT DAYS

Enjoy 30% Off

February 1, 14 & 15, 28, 2019

GROUNDHOG DAY

Saturday, February 2, 2019

FREE SEMINAR

Design Your Garden

Saturday, February 2, 2019 • 1 p.m.

SUPERBOWL SUNDAY

Sunday, February 3, 2019

FREE SEMINAR

Tips for Attracting Birds

Saturday, February 9, 2019 • 1 p.m.

KID'S CLUB EVENT

Make a Bird Feeder

Saturday, February 9, 2019

2:30 p.m. • Fee \$5

VALENTINE'S DAY

Thursday, February 14, 2019

FREE SEMINAR

Perennial Gardening 101

Saturday, February 16, 2019 • 1 p.m.

PRESIDENTS' DAY

Monday, February 18, 2019

ORCHID FESTIVAL

Saturday, February 23 &

Sunday, February 24, 2019

Free Seminar: Orchid Gardening 101
Saturday, February 23, 2019 • 1 p.m.

*Free Seminar: Advanced
Orchid Growing Tips*
Sunday, February 24, 2019 • 1 p.m.

MITI Workshop: Orchid Garden
Saturday, February 23 &
Sunday, February 24, 2019 • 2:30 p.m.



OBSERVATIONS It's a Great Month to Prepare

by John Darin, President



Spring will be here before you know it. This is a great month to prepare for our busy season.

Take an opportunity this month to complete the Sell for Success training cards. If you've already completed them, do a refresher. Make sure you're ready!

We will be doing some training in the stores this winter. Our focus will be add-on/tie-in sales. Our goal is to make sure customers leave with all the products necessary to complete their project. If customers have all the tools and products, they'll be more successful.

Plus, selling additional items to our customers makes us more profitable. It's easier to sell more to the customers who are coming into our stores than to try to get a new customer.

We typically get low scores for offering tie-in sales during the Secret Shops.

We are experts in offering advice to customers and suggesting products for success. Show options for additional items to make their project complete.

As outlined 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?
- B. What tie-in items work with the primary item?
- C. What accessories will be shown?

Every item in our store has at least one item to accompany it. Information in the Success Training Cards and the monthly Sales Planner will provide suggestions to help you accomplish this goal.

As you're busy setting up the store, be sure to also take time to brush up on your selling skills for the gardening season.

John Darin

SELL FOR SUCCESS: FEBRUARY 2019

Orchid Gardening 101

VARIETIES

- Phalaenopsis (*Moth Orchid*)
- Cattleya (*Queen of Orchids*)
- Dendrobium (*Phalaenopsis type*)
- Paphiopedilum (*Lady's Slipper*)
- Oncidium (*Dancing Lady*)
- Masdevallia (*Dracula Orchid*)

GENERAL CARE INFORMATION

Light Recommendations

1. Most varieties require indirect, bright light. An east window is preferred, but a shaded south or west window will work
2. Too much sun will produce black spots on leaves; too little sun will produce dark leaves and your orchid will probably not produce flowers.

Water

1. Needs vary by variety, pot size, and potting medium.
2. A general rule: Allow to dry thoroughly between watering. Generally 5-12 days.
3. Well water, distilled or softened water can damage your orchid. Use rain, deionized, or reverse osmosis water. Chlorinated tap water can be used, if you fill a container and let it sit overnight so the chlorine can dissipate.
4. Ideally, water should be room temperature or tepid. Do not use ice or cold water on orchids.
5. Best Practice: Place orchid in sink and allow the water to run through drain holes, which allows for an even and thorough watering.

Air Circulation

1. All varieties require good air circulation.
2. Orchids are essentially an air plant, so they're not planted in soil. Orchid potting medium (usually bark) allows for air flow and retains needed moisture.

Temperatures

1. Most varieties thrive in 65-85 F.
2. Optimum temperature is 70 F.
3. Avoid temperature extremes – your orchid is tropical and does not like freezing temperatures.

Fertilizing

1. Orchids will grow and flower (*given that other needs are met*) for long periods of time without fertilizing. You will get BETTER performance if you do fertilize.
2. Use an "Orchid" fertilizer instead of house plant fertilizer.
3. Typically, fertilize your orchid once a week during the summer and twice a week during the fall/winter.
4. Many experienced orchid growers fertilize at ½ strength of label recommendations.
5. Best practice: Wet your orchid's potting medium before fertilizing for even distribution.

Re-potting

1. Evidence that your orchid requires repotting is that the orchid medium has broken down (*evidenced with dead roots*) or the plant has outgrown its container.
2. Most varieties will require repotting in one to two years.
3. Orchids need to re-potted for the root system and not the foliage.

TIPS ON PURCHASING AN ORCHID

1. Look for an orchid planted in orchid media.
2. The plant should not be displayed in any wrapped or material as this restricts air flow and the long-term quality of the orchid
3. Leaves should be lustrous and green; free from any spots or insects.
4. Flowers should be strong and the stem should be supported by a spike and clips.



YOU'RE WORTH THE COMMITMENT

This is a time of year many people have given up on their New Year resolutions, or are trying really hard to stick to them.

If this sounds familiar, don't worry! You don't have to take an "all-or-nothing" approach to reaching your New Year goals. You get a chance to do better and work harder at completing your resolutions, each day of your life.

Every day we wake up is a brand new day that we can resolve to be our best. That means we only have to be good for one day. And when we wake tomorrow, we can renew our commitment to do better that day, and so on and so on.

Eating healthier, exercising more and saving money were the most popular resolutions for 2018, according to statistics. But of the 45 percent of people who actually make resolutions each year, only about eight percent will stick to them. Fewer than half make it through the first month.

So, what can we do to be successful? Whether you want to lose weight, quit smoking, save money or spend more time with family, you can do it! We need to see every day as an opportunity to reach our goals, one day at a time. Small steps bring big results. It's important to make sure all the resolutions we set for ourselves are also manageable. Let's avoid trying to tackle all our imperfections at once. And if you fall off track, gather all your strength and determination and try again.

Never stop reaching for your goals. I still wake up every day resolving to be the best person and the healthiest role model I can be. You can do the same – no matter what your goals might be.

- *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. At this point, 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 2018, we are expecting our momentum to carry over to the spring this year. Therefore, 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 get 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: Designers, crew leaders, crew members, and interns. Please send any candidates our way!

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

COMPANY ANNOUNCEMENTS

2018 EMPLOYEE RECOGNITION EVENT WINNERS



Manager of the Year
Becky Abercrombie



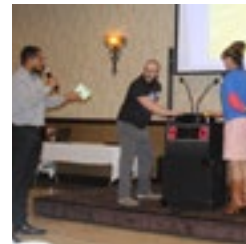
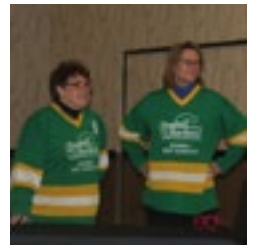
Associate of the Year
Zach Garsh



Customer Service Award
Eastpointe



Safest Store Award
West Bloomfield



Family Feud Fun!

Health Corner for EMPLOYEES

IMPORTANT

Effective 2/1/2019 Total Health Care will be issuing New Group numbers and New Member Identification numbers. All enrolled employees will receive new ID Cards. Please be advised these cards are to be used in place of the old cards effective 2/1/2019.

Notice should have been sent to everyone directly, however we wanted to make sure you are aware of this upcoming change.

FEBRUARY IS NATIONAL HEART MONTH

Enjoy these Heart Healthy Recipes that are perfect all year round.



SLOW-COOKER TANGY TOMATO BRISKET - Servings 4

Ingredients

- 15 oz. canned, no-salt-added tomato sauce
- 1/4 cup apple cider vinegar
- 1 Tbsp. no-calorie sweetener, granulated, 1 1/2 packets
- 1 tsp. paprika
- 1 tsp. garlic powder
- 1/2 tsp. black pepper
- 1/2 tsp. salt
- 1/2 tsp. cayenne pepper for spice, optional
- 1 small white onion (finely diced)
- 1 lb. sirloin beef roast or steaks, all visible fat discarded

Directions

- In slow cooker, combine tomato sauce, vinegar, no-calorie sweetener, paprika, garlic powder, black pepper, salt, cayenne (if desired), and onion. Stir gently.
- Add sirloin making sure it is submerged in the barbecue sauce mixture.
- Cook on low setting for 8 hours. Slice and serve with a drizzle of the sauce



SWEET POTATO NACHOS -Servings 6

Ingredients

- 3 medium sweet potatoes (about 2 pounds), makes about 6 cups of rounds
- 1 Tbsp. olive oil
- 1 tsp. chili powder
- 1 tsp. garlic powder
- 1 1/2 tsp. paprika
- 1/3 cup black beans (drained, rinsed)
- 1/3 cup reduced-fat, shredded cheddar cheese
- 1/3 cup no-salt-added, canned, diced tomatoes (drained, rinsed)
- 1/3 cup chopped avocado

Directions

- Preheat oven to 425°F. Cover the baking pans with foil and coat with nonstick cooking spray.
- Peel and slice the sweet potatoes thinly (about quarter-inch rounds). In a bowl, toss the rounds with olive oil, chili powder, garlic powder and paprika. Spread evenly on prepared pan (might need two pans). Bake for 10 minutes and use a spatula to flip the sweet potato rounds. Bake for another 5-10 minutes or until crisp.
- Remove the pan from the oven and sprinkle beans and cheese over the sweet potatoes. Return to oven until cheese melts, about 2 minutes. Sprinkle with tomato and avocado.

SECRET SHOPPER SCORES

December 2018

Clinton Township	94%
Dearborn Heights	96%
Eastpointe	N/A
Royal Oak	91%
West Bloomfield	93%
Landscape	97%

THEY TOLD US!

from our Customers

FROM CLINTON TOWNSHIP –

Cassandra, Michelle and Ethan gave service above and beyond! They stayed happy through trouble getting an item in our car. So very satisfied with this store in Clinton Township!

FROM DEARBORN HEIGHTS –

Beautiful arrangement. Thank you! The flowers have lasted over a few weeks :)

FROM EASTPOINTE –

Such ambience! The arranged assortments of fresh evergreens were gorgeous! Very artistic designs in bows, baskets, and wreaths. Love the military recognition in the display. Elisabeth, Thomas and Paul were helpful, patient and courteous.

FROM ROYAL OAK –

Tyler delivered our 7 1/2 foot tree and set up. He was kind, fast and wonderful!

FROM WEST BLOOMFIELD –

Johnny Darin and Laurie were extremely helpful. Thanks to them for such a good experience at your fine establishment.

FROM LANDSCAPE –

Brian and team, these trees are everything and more than I ever dreamed of. Best decorating I have ever seen. I am in tears with their pure beauty and all the memories they bring back.

MANAGER & ASSOCIATE ANNIVERSARIES

MANAGERS

26 John Collins

ASSOCIATES

18 Stephanie VanHaverbeck, LC

12 Karen Carducci, PN

12 Bill Maywood Jr., CT

10 Ann Reimer, CT

7 Michael Martens, DB

6 Stephanie Urcheck, DB

5 Scott Schultz, LC

