

Fresh from the Garden

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JANUARY EVENTS

NEW YEAR'S DAY

Monday, January 1, 2018

FREE SEMINAR

Improve Air Quality with House Plants

Saturday, January 6, 2018

1 p.m. • All stores

FREE SEMINAR

Fairy & Mini Gardens

Saturday, January 13, 2018

1 p.m. • All stores

KID'S CLUB EVENT

Enchanted Fairy Garden

Saturday, January 13, 2018

2:30 p.m. • All stores

EMPLOYEE APPRECIATION DISCOUNT DAYS

Enjoy 30% Off

January 15-17, 2018

MARTIN LUTHER KING DAY

Monday, January 15, 2018

FREE SEMINAR

Arranging Fresh Flowers

Saturday, January 20, 2018

1 p.m. • Select stores

MITI WORKSHOP

Fresh Floral Arrangement

Saturday, January 20, 2018

2:30 p.m. • Select stores

FREE SEMINAR

Healthy Eating with Herbs

Saturday, January 27, 2018

1 p.m. • All stores



OBSERVATIONS Make Their Day

by John Darin, President



It's a new year! Do you make resolutions?

I have a suggestion. As you come into work every day, ask yourself: How am I going to make my customers' day today?

Small seeds sown daily. Reap a better harvest. -Darren Hardy

I found the quote above and it reminded me that it's the little things we do throughout our day that can have a big impact on our customer service.

We have so many touch points for the customer when she visits our store. Let's look at the journey and all the ways you can have an impact.

- Curb appeal and parking lot: Is the marquee message current? Are all the letters intact and orderly? Is the parking lot clean, free of debris, and shopping carts securely stowed?
- Front entrance: Are the displays full and inviting? Is the merchandise seasonally appropriate? Is the product well signed? Are the holders straight? If it's snowy, is the area shoveled? Has ice melt been applied?
- Lobby: Are shopping carts available? Are they clean, with papers, leaves and other garbage removed? Is the floor clean? If it's wet outside, is there a floor mat available?

Look how many items are on that list, and we've barely walked inside the store. This is the everyday checklist to make sure your store is ready to do business.

Now think beyond that list and how you can go above the everyday standard operating procedure. How can you be exceptional?

Share your thoughts with me at jdarin@EnglishGardens.com. We're always looking for ways to improve our customers' experience – big and small.

2017 Recognition Event: Looking forward to seeing everyone at our Annual Recognition Event on Saturday, January 20 from 6 p.m. to 10 p.m. at the Detroit Institute of Arts.

Happy New Year!

John Darin

WELLNESS CORNER

PRESS RESET ON YOUR LIFE

After a wonderful holiday season filled with special gatherings with family and friends and lots of food, sweet drinks and desserts, many of you may be ready to hit the reset button. And what better time than right now to do just that!

I just love the New Year. It's a time to reflect on the previous year and look for ways to make everything brighter and better in the days to come. Perhaps you've made a New Year's resolution to improve your health, mend relationships, improve your finances or just be a kinder person. Whatever your goals may be, I encourage you to go for it in 2018!

For me, I make a new resolution every day of my life. Resolutions don't have to be difficult, but they should be taken one day at a time. That's what life is about – taking one day at a time.

At Weight Watchers, we have so many exciting things going on this year. We launched Weight Watchers Freestyle that adds more than 200 new zero SmartPoints foods. These new zero Points foods include skinless chicken breast, seafood, corn, beans, peas and so much more. You don't have to measure, weigh or track zero Points foods. That equals flexibility and simplicity! One of my favorite parts of this new program is that I get to save up to four SmartPoints to use on the weekends. We've gotten a lot of positive feedback on the program, and people are losing weight without feeling hungry and deprived.

In 2018, my biggest wish is that you will make yourself a priority by eating healthy, exercising and doing at least one thing every day that brings you joy. And remember, the best gift we can ever give to ourselves is healthy living.

- Love, love, love,

Florine Mark

SELL FOR SUCCESS: JANUARY 2018

CREATE A NEAT, CLEAN & SAFE PLACE

WHAT "GOOD" LOOKS LIKE

Part of our appeal to customers is our unique, colorful, clean and organized environment. Maintaining our stimulating visual impact is part of our daily preparation and continues as a primary responsibility throughout each day. It is also our standard to keep every area safe for customers while we accomplish tasks in our store.

Keep Your Energy Up!

Tasks are a great catalyst for keeping yourself busy between customers. There are several daily activities that you can use to keep your energy up and make things neat, clean and safe.

1. Practice product knowledge, service skills or review our GARDEN Selling Cards.
2. Restock, straighten and organize. (Code Green.)
3. Keep the fixtures and floor free of hazards.
4. Maintain and restock the appealing displays that attract and inspire our customers.
5. Always have a trash can nearby when taking twine off of plants or un-sleeving them. Don't leave them on the floor to clean later.
6. Clean, sweep, dust and mop.
7. Always have your dust cloth with you; use it to dust fixtures, product or sign holders.

These productive activities keep the area appealing and keep your energy high. When you are busy, time flies by and the work is not boring.

Be Responsible for Customer's Safety

Safety is a major factor in any heavily populated space. There are so many obstacles that are created when new shipments arrive or when restocking or organizing. We sometimes forget a temporary situation can create a hazard for customers. Our safety and theirs, is of primary importance. You are accountable for staying alert and ensuring everyone's safety.

Have You Noticed? Our Work Is Never Done!

- Continually walk your area, looking for opportunities to improve the visual impact while keeping the basics neat

and organized. Report inventory and maintenance needs to your Manager.

- We love hearing our customers say, "Wow! You keep your store so clean!"
- Keep the planters, shelves and fixtures fully stocked and dusted.
- Move signs (our "silent salespersons") to represent any promotions or area moves.
- Stay busy by cleaning or organizing during slower times.
- Be mindful of water hoses left out and the danger to shopping carts.
- Locate the emergency exits, fire extinguishers, First Aid Kits and Spill Kit.
- Put out the "wet floor" signs when necessary.

Making Display Changes & Restocking

Making visual changes is an important part of our daily experience. We want to look fresh for customers who come in frequently. However, any changes must be done in an efficient orderly way to prevent hazards or chaos in your store. Walking around a "mess" is visually distracting, unsafe and inconvenient for our customers.

- Before redoing a complete display, get a Manager's approval.
- If you move merchandise around to get something for a customer be sure to fix the display. Clean up garbage after you are finished with the customer.

Complete Changes or Re-Stocking in Stages

Visual changes and restocking can be well-managed and pre-planned to assure a neat, clean and safely organized area. Tackle one section at a time, unless you are working with an entire group. If you are not sure, get specific instructions from your Manager before you proceed. Work with a Manager to learn the most efficient ways of floor moves or restocking. Team up to complete the project efficiently and with the best end result.

Code Green = Periodic Recovery

Recovery is an activity all Associates are to participate in as a team. Code Green is done throughout the day. By recovering each area periodically, we simplify the closing process. We are also providing an impressive shopping environment for our customers! Code Green is not just the responsibility of the late shift and does not happen only at assigned times. As you walk through any area be aware of trash, flowers in need of dead-heading, displays that have fallen over or merchandise out of place in a section. Take a moment to straighten a section and pick up any trash.

GREETINGS

from the Landscape Company

PROFESSIONALS DOING EXTRAORDINARY WORK

January is still a busy month for the Landscape Company; as we spend time taking down the holiday displays from 2017.

We also spend time to reflect on 2017 and find ways to improve for the upcoming year. Our staff will attend several classes and trade shows to further our expertise and give us fresh ideas which will benefit our clients this year.

As we remove our holiday displays and signage from the stores, we urge you to please start talking to customers about their landscape projects. We know it's challenging to get customers into this mindset during the winter, but this is a great time for our designers to work on designs as they have more time to spend with each customer. Our design team stays in contact with our existing customers year round to try to earn more business, and get projects scheduled for the spring. Nevertheless, we still rely heavily on the leads we receive from the stores each year, and we will continue to reward associates for turning in leads. Please do your best to get customers excited about their spring landscaping!

Happy 2018!

MGIA

Member of the Year

2017 AWARD WINNERS

In mid-December, English Gardens was awarded with the Member of the Year Award from the Michigan Green Industry Association.

Several people from English Gardens attended the event, including members of the English Gardens Landscape Company and designers who received Environmental Improvement Awards.

Rick Vespa accepted the award on our behalf. Part of his speech read:

"Our success started with my father's and uncle's vision. But our growth from a single store in Dearborn Heights 63 years ago is the result of the commitment of the second-generation owners, our dedicated managers and associates, as well as continued support from our customers, many of whom are in this room.

Member of the year sounds singular but it is clearly a team effort. So, I'd like to think of it as members of the year. We have a pretty good foundation for the future and with more hard work and a little luck, who knows where we will go from here."

Great job to the entire English Gardens Team!

Congratulations to our Landscape Designers and Crew Leaders who received awards that evening:

Senior Designer
Stephanie VanHaverbeck
Gold award

Designer
Valerie Tarquini
Gold & two Silver awards

Designer
Heidi Cook
Gold award
Landscape Manager
Jim Morris
Gold award

Designer
Carolyn Berwick
Silver award

Designer
Sterling Weber
Silver award

Designer
Nicole Kane
Bronze award

Crew Leader
Steve Hartley
Two Gold & two Silver awards

Crew Leader
Jeff Pack
Two Silver awards

Crew Leader
Bryce Stefanic
Silver award

Crew Leader
Arnulfo Diaz Lopez
Bronze Award

SAFETY

It's Everyone's Business

AVOID SLIPS AND FALLS IN ICY CONDITIONS

Slips and falls in icy conditions are a common problem. But there are things you can do to reduce the risk of getting hurt. Follow the guidelines below if you do have to go out in icy conditions.

Tips for avoiding slips and falls

If you have to go out in icy conditions, you should:

- Think about the best route to your destination and plan on taking a little extra time to get there
- Avoid rushing or taking shortcuts over areas where snow or ice removal is incomplete

- Select appropriate footwear - flat footwear with rubber soles provides better traction on ice and snow than leather-soled or high-heeled shoes
- Use handrails where you can
- Take small steps to keep your center of balance under you
- Avoid carrying lots of heavy shopping bags, especially on steps
- Walk slowly and never run on icy ground
- Keep both hands free for balance, rather than in your pockets
- Always be aware of your surroundings
 - some places will remain icy for longer than others for example places that do not get the sun
- Be particularly careful getting into and out of vehicles - and hold on to the vehicle for support
- Keep paths clear of debris, water, ice and snow

- Be sure to use floor mats when entering a building to remove moisture from the soles of your shoes - this will help protect you, as well as others who follow, from having to walk on wet or slippery surfaces



Health Corner for EMPLOYEES

WINTER WELLNESS CHECKLIST

Winter may appear pure, white and peaceful. However, falls are more common (due to ice), depression peaks from dreary days, and many people decide to ditch their healthy habits as the year comes to an end. So, while you're enjoying winter's wonderland, take these eight precautions to protect yourself from seasonal threats:

- **Get your shots.** Make sure you and your family are up to date on vaccinations, including the annual flu shot.
- **Wash your hands.** Frequent hand-washing is the single best way to prevent spreading illness. The Centers for Disease Control and Prevention (CDC) recommends washing hands with soap and warm water for 15 to 20 seconds.
- **Stick with your healthy routine.** Support your immune system by sticking with your healthy habits. Get enough sleep, eat a healthy diet and make time for exercise.
- **Keep it clean.** Carry disinfectant wipes in your travel bag, wash your hands frequently, and keep indoor air pure by wiping down surfaces regularly and using an air purifier.
- **Protect against falls.** Slippery ice and powder-packed snow make falls more common during this time of year. Watch your step, wear appropriate footwear and give yourself extra time to get somewhere.
- **Get outdoors.** Our bodies make vitamin D when we're exposed to sunlight, and this helps support your immune system. In addition, braving the elements has mood-boosting effects.
- **Hydrate.** Make sure to drink plenty of water throughout the day and load up on water-rich fruits and vegetables like oranges, salad greens and squash.
- **Take care of your skin.** Build a barrier between yourself and the elements by using moisture-rich creams, especially after a bath or shower when your skin is still damp, to lock in moisture.

MANAGER & ASSOCIATE ANNIVERSARIES

MANAGERS

- 52 Linda Yugovich, MO
- 38 Rick Vespa, MO
- 10 Mike Grundman, ACO

ASSOCIATES

- 14 Sally Miller, RO
- 8 Valerie Tarquini, LC
- 3 Patty Carnegie, WB
- 2 Silvia Buse, WB
- 1 Donna Myrick, CT
- 1 Emmie Haynes, EP
- 1 Tyler Lease, EP

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

Mike Lucas in Ann Arbor store was wonderfully helpful! And very knowledgeable. Such a good experience with great service from Mike!

FROM DEARBORN HEIGHTS –

Dillon Wauldron was very helpful. He went to Patio Shop with us, helped us choose a tropical plant, and carried it to the cashier.

FROM CLINTON TOWNSHIP –

Jim Miller, Operations Manager, Clinton Twp., was extremely helpful when I was selecting a pre-lit Christmas Tree and very knowledgeable and friendly.

FROM EASTPOINTE –

Denise was so friendly and helpful! I called earlier and spoke to her and then one on one dealt with her in store. I have never been so pleased! Thank you Denise Miller!

FROM LANDSCAPE –

We are very pleased with the results of our new front landscape. The men who tackled this project worked very hard on the extremely stony area... very hard! We also appreciated the before and after visits of John McLean. Also, Sarah Alattasi was very helpful and understanding.

FROM ROYAL OAK

I purchased a 9.5 foot flocked tree from Annette Ferris at the Royal Oak store in October. She was very helpful with my unusual situation of just "passing through" on a road trip and finding this particular tree in Detroit, Michigan. I've put the tree up, and I think it turned out beautifully.

FROM WEST BLOOMFIELD –

Nick Banks in trees had an awesome attitude and knew his trees. We had no intention of buying a tree but ended up buying a real tree! Pamela Iverson also was very sweet at the register.

SECRET SHOPPER SCORES

November 2017

Ann Arbor	97%
Clinton Township	100%
Dearborn Heights	100%
Eastpointe	97%
Royal Oak	97%
West Bloomfield	90%
Landscape	N/A