

May 2018

Fresh from the

Garden

Connect with us on



MAY EVENTS

CINCO DE MAYO
Saturday, May 5, 2018

MOTHER'S DAY
Sunday, May 13, 2018

EMPLOYEE APPRECIATION DISCOUNT DAYS
Enjoy 30% Off
May 14-16, 2018

MEMORIAL DAY
Monday, May 28, 2018
Stores Open Until 6 p.m.

OBSERVATIONS May is a Busy Month

by John Darin, President



It appears the warm weather is finally here to stay!

After months of enduring uncertain temperatures and a prolonged winter, customers are ready to get outside.

English Gardens stores are filled with many great products that will enhance customer's enjoyment of the great outdoors. Customers visit our stores looking for our products and our expertise to help them create a beautiful outdoor living area. It's important we do all we can to make their experience a great one.

Make sure customers have a great experience during our busiest month of the year.

Here are a few tips:

- Learn the subtle art of working with more than one customer at a time. Many people will want your attention. Do your best to make sure that one person doesn't monopolize with time with a multitude of questions. You might need to bounce back and forth between people.
- Make sure price signs are visible on the correct product. A well-placed sign will help answer hundreds of questions.
- At the checkout, make sure lanes are fully stocked with necessary supplies and packaging materials.
- A person to organize carts to make scanning easier can be extremely helpful on busy day.
- An extra person to help pack flats and provide carry outs to cars is very beneficial.
- If the parking lot is full, keep all checkouts open, even if there's nobody in line. Customers can start lining up quickly and you'll have a long back up before you know it.
- Connect with customers by offering your business card and inviting them back to the store.
- Be sure to thank everyone who visits.
- Most of all, remember to smile and be patient.

Let's make this spring the best customer experience ever.

Thank you everyone for all you do to make English Gardens successful!

John Darin

CHANGE WITH FREESTYLE

It's spring and this is a season of change. But change can be difficult for some of us.

It doesn't matter what it may be – jobs, relationships, routines or even eating habits – change can be a bit scary. But it doesn't have to be. In fact, change can be wonderful, especially if it makes us happier and healthier.

Early this year, I asked all of my new and longtime Weight Watchers' members to embrace change. Change came in the form of a new Weight Watchers' program, called Freestyle. Even though we were adding all these new zero point foods, some members were uncomfortable with the idea of trying something new. They were afraid the new program wouldn't help them lose weight and feel full.

Well, it has been nearly five months into the release of Freestyle and all I'm hearing is how much everyone loves Freestyle. Weight Watchers' members are losing weight and eating healthier. And that's exactly what can happen when you embrace change. Fears can turn into success.

I understand that not all change is good. At times, "change" makes me a bit uneasy, too. But if I wouldn't have embraced change I would still be 50 pounds overweight and unhappy. I wouldn't be the owner of the largest Weight Watchers' franchise.

So this spring, let's look for ways to embrace "change" in our lives. Perhaps, you want to exercise more, lose weight, go back to school, apply for a new job, travel or make a new move. No matter what it is, give "change" a try. And remember, small steps bring big results.

- Love, love, love,

Florine Mark

SELL FOR SUCCESS: MAY 2018

GRASS SEED & MULCH

At English Gardens, our goal is to help the beginning gardener, as well as the expert gardener. We carry a full line of products to start a garden, grass seed to plant a lawn, and mulch to finish the project. Customers often know that they want to start the project, but need assistance in choosing the right product for them and proper methods for installation.

GRASS SEED

When and how should I plant my grass seed?

The best time to plant grass seed is in the spring or fall, but it can be planted at any time as long as the seed gets plenty of water.

What type of grass seed should I plant?

There are many different types of grass seed or grass seed blends. Grasses vary in appearance, durability and light requirements. Generally Blue Grass is recommended for sunny exposure and Fescue is recommended for shade.



MULCH

English Gardens has many different choices of mulch that vary in appearance and price. They are sold by the bag and can be found in the Landscape Supply display.

Four Major Advantages to Using Mulch



Aesthetics – Mulch is as much an ornament of the landscape as trees, shrubs, and flowers. Mulch should have a rich, earthy color ranging in tone from a reddish-brown to full, dark brown, one that is pleasing in and of itself as well as blending favorably with the various hues of the foliage it should complement.

Weed Suppression – A blanket of mulch over an area helps prevent weeds from growing in the first place and only requires the labor needed to spread it.

Shredded mulch with interlocking fibers do a better job of suppressing weeds than chip mulch (which are looser and tend to float) and does not need to be spread as thickly as chip mulch.

The Moderation of Soil Temperature

– Mulch has an insulating effect on the soil it covers. In the summer, it significantly contributes to the cooling of the surface temperature of soil (where most of the root zone of shrubs and perennials is concentrated). In the winter, it will help to trap warmth and keep the root zone warm.

Moisture Retention – Mulch will help retain moisture in the root zones of plants, prevent root scorch, and eliminate direct evaporation from the sun. Further, it will reduce plant stress resulting from rapidly alternating cycles of drought and excessive watering. Mulch also retards evaporation, cuts water bills, greatly lessens the harmful buildup of salts caused by irrigation with city water, and improves plant health and vitality. Allow two to three inches of mulch around plants, but be sure to keep away from stems and trunks. A good rule: No wood touching wood.

SAFETY

It's Everyone's Business

RAIN CAN HURT YOU

Streaky windshields, night glare and pounding rain can considerably reduce a driver's ability to see. Wet pavements, covered with road film or spotted with oil, grease and dirt make quick stops extremely difficult. During dry periods a layer of residue builds up on the highway surface and when it rains, the water floats it loose forming a slick film on the road. Wet roads may double the required stopping distance.

Another factor affecting the ability to stop is tire hydroplaning. At certain speeds, tires lift off the pavement to be supported by water alone – an effect similar to a water skier zipping across a lake.

When driving in the rain, keep the following tips in mind:

Check your wipers. Rubber wiper blades deteriorate when exposed to sun or temperature extremes. Six months is the average blade's effective life. If your blades won't wipe the windshield clean, replace them.

Turn your lights on. With good wipers and defrosters you may see others, but can they see you? Use your low beams. You'll be seen by pedestrians and other vehicles. Never drive with only your parking lights on.

Watch surface conditions. Even though the rain has stopped, the streets may remain slippery. Traffic statistics indicate that high accident rates often continue for three to four hours after the rain stops.

Beware of deep puddles. Check your braking ability immediately after driving through deep water. Some wet brakes will dry by repeatedly pumping the pedal or dragging your brakes for a moment or two.

Slow down. Reduce your speed on wet roads. Beware of tire hydroplaning on high-speed expressways. You may lose ability to steer as well as your ability to brake. It can take a heavy rain a half-hour to wash away the oil slick and a lighter rain can take even longer.



GREETINGS

from the Landscape Company

PROFESSIONALS DOING EXTRAORDINARY WORK

The warm weather has finally arrived! Just like the stores, the Landscape Company is extremely busy this time of year. May and June are the busiest months of the year for us as homeowners across Metro Detroit are anxious to have their outdoor living spaces updated.

We believe our team of talented designers and installers is the best in the region, and we ask that all associates pass this information on to store customers. We rely on you heavily to keep us busy through this time of year!

Remember, your goal in discussing landscaping to a prospect is to determine whether or not they are interested in our services, or a "do-it-yourselfer." If they are looking for someone to install their landscape,

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 egierlowski@EnglishGardens.com.

please help them fill out a lead sheet with as much detail as possible. If you have a tablet or have access to a computer terminal, please fill out the lead request online through the English Gardens website. If you need to fill out the sheet on paper, remember to put your name on the form and fax it to the Landscape Company immediately! You also receive \$5 for every lead that you fill out properly! We'll then do our best to give them an excellent service, and you'll get rewarded with a Spiff.

2018 Spiff Program:

\$1,000-\$5,000 = \$10 gift card
\$5,001-\$25,000 = \$20 gift card
\$25,001-\$50,000 = \$50 gift card
\$50,001 & Up = \$100 gift card

Please continue to ask your store representative any questions you may have, as we will continue to visit the stores on a weekly basis. As always, we appreciate all the help that the stores provide us with, and we greatly urge you to continue to talk to customers about our award winning services!

Special thanks to Amy Friedman, Ann Reimer, Becky Menger, Bob Walker, Carol Grillo, Christine Forton, Cynthia Kidd, Danielle Roffe, Dena Serrato, Dillon Wauldron, David Cooper, Denise Miller, Elisabeth Johnston, Judy Darin, Jodyn Bronstein, Erin Harvey, Erin James, Frank Janosz, Greg Pizzino, Jill Clissold, Jim Welch, Karen Carducci, Kim Milewski, Kristie Graber, Lori Heiden, Laura Milliken, Mari Zyla, Lia Irrarray, Michelle Wieferich, Natalie Cardell, Pat Birch, Racheal M and Steven Alman. They all have sent us a lead in 2018.

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 egierlowski@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 DEARBORN HEIGHTS –

- Chris B. was very friendly and efficient.
- Johnny loaded soil into my van. Very friendly! He sorted out the ripped bags so I did not have it in my van.
- Dillion provided exceptional help in designing and arranging flowers to fit into a bird bath! So very helpful, patient and creative. So grateful to him!

FROM EASTPOINTE –

- Denise and Emmi really went the extra mile for me. I bought 2 gifts and they were very helpful and courteous. More than what I expected going in.

FROM ROYAL OAK –

- I was in the Coolidge Royal Oak Michigan store on Sunday and Zach G. helped me a ton. He was super friendly and knowledgeable. He let me tell him my whole story about what happened to my lawn and gave me a plan to help make it look good again. I watched him thoroughly answer someone else's question prior to mine. I appreciate his help and hope you recognize the value he adds to that store and your brand.

FROM WEST BLOOMFIELD –

- I will definitely use English Gardens for floral arrangements. The arrangement was exceptional! The use of unusual plants, flowers, and a garden stone were absolutely gorgeous, creative, and personalized.
- Gail was dynamic in assisting my shopping!



Benefits Corner for EMPLOYEES

5 TIPS TO SPRING BACK INTO FITNESS

Now that winter is over, you may be itching to get back outside and get moving. With all of the eating, drinking and merry-making from the holidays, your workouts may have taken a backseat.

Try these five strategies to shape up this spring.

1. **Underestimate your abilities.** Most people regress during the winter months, even if they've stuck to a regular fitness routine. If you don't underestimate your ability and ease back into your activities, you're setting yourself up for muscle soreness and injury, and that can sideline you for weeks.
2. **Start small.** Start with an easy walking schedule or stretching regimen. Start with 10 minutes every day or every other day for a week. Then increase to 15 minutes the following week. Add five minutes to your workout each week until you're walking for 30 to 45 minutes at a stretch.
3. **Go slow.** A good rule of thumb: Never increase your weight, time, speed or intensity more than 10 percent per week. Also, keep in mind that running on the ground is different – and usually more taxing – than running on a treadmill.

MANAGER & ASSOCIATE ANNIVERSARIES

MANAGERS

- 43 Debbie Lowman, ACO
- 27 Leigh Pierson, DB
- 18 Ronald Dettloff, RO
- 14 Jim Miller, CT
- 11 Cheryl Miller, ACO

ASSOCIATES

- 20 Andrew Donatiello, WB
- 11 Cristin Barczewski, ACO
- 10 Janet Killu, RO
- 7 John McLean, LC
- 4 Richard Kowalesky, RO
- 4 Zachary Garsh, RO
- 2 Raul Sotuyo Diaz, LC
- 2 Daniel Marhoff, RO
- 2 Dhameer Abdur-Rahmaan, RO
- 2 Rosie Fraga, DB
- 1 Ann Reifferscheid, RO
- 1 Jordyn Bronstein, WB

4. **Stretch it out.** No matter what your sport or activity, incorporating stretching into your routine can help you stay at the top of your game. Competing in a tennis match? Focus on your arms and shoulders and prep your body to pivot. Playing a round of golf? Stretch out your trunk and lower back, bending side to side and twisting from left to right.
5. **Keep your expectations in check.** The longer your break, the more time you'll need to get back to on track. So, if you worked out three to four times per week prior to your fitness vacation, it will take about four to eight weeks for you to get back up to speed.

