

Fresh from the Garden



SEPTEMBER EVENTS

FREE SEMINAR

Fall is for Planting
Saturday, September 2, 2017
10 a.m. • Six Main Stores

LABOR DAY

Monday, September 4, 2017
Stores open 9 a.m. until 3 p.m.

FREE SEMINAR

Fall Lawn Care
Saturday, September 9, 2017
10 a.m. • Six Main Stores

GRANDPARENT'S DAY

Sunday, September 10, 2017

PATRIOT DAY

Monday, September 11, 2017

FREE SEMINAR

Seasonal Container Garden Ideas
Saturday, September 16, 2017
10 a.m. • Six Main Stores

MAKE IT & TAKE IT WORKSHOP

Fall Container Garden
Saturday, September 16, 2017
11:30 a.m. • Six Main Stores

EMPLOYEE APPRECIATION DISCOUNT DAYS

Enjoy 30% off
September 18-20, 2017

FIRST DAY OF AUTUMN

Friday, September 22, 2017

FREE SEMINAR

Plant Fall Bulbs for Spring Color
Saturday, September 23, 2017
10 a.m. • Six Main Stores

FREE SEMINAR

Indoor Herb Gardening
Saturday, September 30, 2017
10 a.m. • Six Main Stores

MAKE IT & TAKE IT WORKSHOP

Fall Herb Garden
Saturday, September 30, 2017
11:30 a.m. • Six Main Stores



OBSERVATIONS

What's Your Secret Shopper Score?

by John Darin, President



How'd you like to earn more money this month?

I have four ideas for you:

- Suggest Garden Club memberships to customers
- Refer a customer to our Landscape Company
- Capture a customer's email address
- Add a unique item to the Lost Sales Report

Each one of these activities adds dollars to your store's pool in our monthly Sales Bonus Plan program. On average so far in 2017, associates have earned more than \$32 each month with this program. It's a win for you and it's a win for the customer.

Garden Club provides many benefits including 10% off most regular-priced purchases, plus extended warranties for plants. A referral to the Landscape Company helps us take care of a customer's needs. Capturing their email address allows us to communicate directly with our customers offering promotions and tips each week. Recording items that customers want, but can't find in our stores gives you a direct line to the merchandising office and the buyers to let them know what's out of stock or give them ideas for new product lines.

All of these things are important for providing excellent customer service, and adding more money to your pocket.

Fall is a Great Time to Plant

As the summer winds down, remember the gardening season is far from over. Fall is a great time to plant. Cooler temperatures, usually plentiful rainfall and a great sale on trees, shrubs, roses and perennials give customers a great opportunity to create a new garden bed or expand an existing one.

Make sure all your customers know the benefits and that it's not too late to add plants to the garden.

Our fall issue of Inspirations magazine will be online right after Labor Day. The focus is celebrating fall, so be sure to take a few minutes to read the articles.

Have a great September!

John Darin

SELL FOR SUCCESS: SEPTEMBER 2017

COMMONLY ASKED NURSERY QUESTIONS

Questions about Vines

What is a good perennial climbing vine for shade?

Climbing Hydrangea

What is a great blooming perennial vine?

Clematis, Honeysuckle and Trumpet Vine.

Can I plant a Japanese Maple and expect it to survive the winter?

Those trees can be sensitive but with some protection that we will show you, they will be able to endure the winter. Very exposed areas should be avoided.

Questions about Perennials

What Perennials attract butterflies?

Black-eyed Susan, Butterfly Weed, Coneflower, Liatris and many more.

What is the perennial grass that won't spread too much or be invasive?

Blue Oat Grass, Karl Foerster, Blue Fescue and Japanese Forest Grass.

When should I cut back my perennial bed?

Dead head throughout the summer. Cutback in late fall/early spring. Mulch in fall.

Questions about Shrubs

What shrubs make a good hedge?

Privet, Boxwood, Viburnum, Lilacs, Burning Bush, Arborvitae.

What Shrubs are best for our soils and climate?

Most that we sell- Juniper, Dogwood, Viburnum, Lilacs, Cotoneaster, Potentilla, Spirea, Barberry, Shrub Roses.

What shrubs work best for ground covers?

Low growing Junipers, Grolow Sumac, Cotoneaster.

What shrubs do well in part shade?

Serviceberry, Dogwood, Hydrangea, Ninebark, Boxwood, Red Twig Dogwood, Viburnum, Rhododendrum, Pieris.

Which shrubs have the longest bloom season?

Potentilla, Summer Blooming Spirea, Shrub Roses, Weigela, Late Hydrangea, Butterfly Bush, Rose of Sharon.

What gives off the best fall colors?

Barberry, Burning Bush, Viburnum, Amur Maple, Serviceberry, Japanese Maple, Franklin Tree, Gingko and Black Gum Tree.

What shrubs attract hummingbirds?

Butterfly Bush, Weigela, Lilac, Honeysuckle, Daphne

What shrubs attract birds?

Junipers, Barberry, Serviceberry, Blueberry, Crab Apples.

Tree Questions

What are the most fragrant blooming trees?

Crabapple, Chokeberry & Lilac

How fast do most shade trees grow?

1-3 feet per year

When should I prune my trees?

Diseased or damaged branches can be pruned anytime. Late summer or fall is a good time to prune most trees. Maple, Birch and Ash are best pruned in summer.

Why is the bark splitting on my tree trunk?

Could be from winter damage (sun scald) on the west or south side. Other culprits could be mechanical damage e.g., weed whacker, or lightning damage.



WELLNESS CORNER

FIND YOUR INSPIRATION

In life, it's easy to get bogged down with our busy jobs, constant obligations, and all the responsibilities that come with being an adult. And because of this, many of us lack the inspiration we need to really take care of ourselves.

This month, I'd like to encourage you to find something that inspires you, and then Do It.

Inspiration comes in all forms, and what works for one person may not work for another. For me, I like to find inspiration in the world around me. My personal inspiration, which might change from one day to the next – gives me motivation and energy. Eating healthy and exercising inspires me so much, that I've spent the

past 40 years encouraging others to get healthy too.

I've had many Weight Watchers members write to me about what inspired them to take change their lives.

For one woman, she changed her eating habits and activity level to support her spouse who needed help to lose weight. She became his support system, and in turns became a healthier and happier person herself.

Then there was a gentleman whose neighbor had a heart attack. The two men weren't really close, but the heart attack victim was younger and perceived to be in better shape. The man who wrote me changed his life around by adding a walk to his daily routine and more vegetables to his plate. He now looks and feels 10 years younger.

How many times in a school year does a teacher find inspiration in the students? It's no different for our Weight Watchers

staff, who teach members how to live a healthier life. Our coaches are inspired to live healthy, because our members rely on them.

And one of my favorite stories – a young man found "his inspiration" by using Weight Watchers as a guide. He was very overweight and a candidate for bariatric surgery. Nobody believed he could lose the weight without surgery, but he was determined to prove that he could do whatever he set his mind to. After two years and 200 pounds lighter, he stood proudly at one of our celebration events and said "I did it – without surgery and without drugs. And I'm never going back."

That's the power of inspiration. Where will you find yours?

- Love, love, love,
Florine Mark



GREETINGS

from the Landscape Company

PROFESSIONALS DOING EXTRAORDINARY WORK

September is traditionally a very demanding month for the Landscape Company. We are still busy installing our award-winning landscaping projects, and we are also signing contracts for fall clean-ups as well as holiday work.

As customers inquire about our services, please be prepared to discuss what we are able to do for them during this time of year. Inform customers that we are generally installing landscapes until the ground freezes; usually well into November. Fall is a great time for planting, and completing the project in the fall will

allow customers to enjoy their landscape for an entire season next year.

Our holiday decorating crews will be lighting the exterior of your store this month. The holiday light season has moved up in the calendar over the past few years, and most customers are looking for an installation prior to Thanksgiving. Therefore, it is very important for customers to contact us early (September is best) to get these services scheduled before Thanksgiving.

Finally, please remember that the Spiff program applies to any sale the Landscape Company completes. Any landscape, maintenance or holiday sale will get rewarded! We appreciate your hard work in obtaining these leads for us, and we will work as hard as possible to get you a reward!

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

Special thanks to Ashley S, A. Reimer, April Braden, Amy Friedman, Becky Menger, Bethany S, Bob Walker, Brandee Pritt, Brittany Ross, Carol, C Forbes, Carol Grillo, Christy Gibbons, Chuck DeBene, Cynthia Kidd, Danielle, David Cooper, David D, Debbie Mathews, Dena Serrato, Denise Fisher, Dillon Wauldron, Donna, Doug W, Elizabeth Johnson, Emma, Erin G, Gale Payne, Gary, Greg Pizzano, Ginger, Isabel S, Janet Killu, Jeff Stimetz, Jenna Qasem, Jennifer Lau, Jill C, Jim Miller, Jim Welch, Jodi Ghedotte, John Darin, Johnny Darin, John VanHouten, Judy Darin, Jenna Qasem, Karen Carducci, Kim Milewski, Kim Smith,

CONGRATS!

Birth Announcement

Jamey Gutierrez (LC) and Juan Gutierrez

Congratulations to Jamey and Juan on the birth of baby Elijah James Gutierrez on Thursday, July 20, 2017.



New Hire

Ashley Kneale (ACO)

On August 7, 2017 Ashley joined the English Gardens family as Human Resources



Generalist/Recruiter. Welcome Ashley!

Laura Milliken, Lauren P, Leigh Pierson, Lori Heiden, Lynne Proimas, Maggie, Mari Zyla, Matt Draper, Max Margerich, Melissa Morgan, Michelle Wiererich, Molly F, Nancy Bacinski, Mathew D, Natalie Cannell, Nick Banks, Pat Birch, Patty, Paul Desrosiens, Paul Graebert, Paul Souisby, Paul D, Paula K, Racheal Macauley, Rebecca N, Rich B, Rosie F, Robbi H, Rob, Sally M, Sandy S, Sarah M, Sarah Randell, Sean Mathews, Sean L, Shelley Sams, Sherry S, Sheron, Stephanie Raicevich, Glidden, Tally Hayes, Taylor Gray, Terri Chouinard, Tracy Campbell, and Victoria Hart.

They all have sent us a lead in 2017.



SAFETY

It's Everyone's Business

BACK-TO-SCHOOL ROADWAY SAFETY

With most schools back in session, there are several important safety tips to remember to help keep roadways and

children safe. The area 10 feet around the bus is where children are in the most danger of being injured. It's important to know proper laws and procedures for sharing the road with school buses.

Here are some things to keep in mind:

In all 50 states, it is illegal to pass a school bus that is stopped to load or unload children.

Flashing yellow lights alert motorists that buses are preparing to stop. Red flashing lights and an extended stop sign indicate that traffic moving in both directions of an undivided roadway must come to a stop and may not pass the bus for any reason until the stop sign is retracted.

Motorists should never pass a school bus on the right. It is not only illegal, but could also have tragic consequences.

Keep crosswalks clear when stopped at a red light, and always stop when directed to do so by a school crossing guard.

When warning flashers are blinking in a school zone, you must stop for pedestrians in crosswalks or at intersections.

Keep in mind that bus stops are typically dark in the morning, particularly during winter months. Therefore, keeping speeds down and watching for children near the road is critical.

Buses make frequent stops – be prepared to take extra time and caution when following school buses.

As a motorist, safety on the roadways is your responsibility. Safe driving habits will protect you, your passengers, and other motorists and pedestrians sharing the road. When driving — especially in school zones — it's imperative that you avoid distractions, keep your speed down and be patient. Do your part to keep kids safe!

Health Corner for EMPLOYEES

EXERCISE FOR A HEALTHY HEART

It's never too late to start exercising, and you don't have to be an athlete. Even taking a brisk walk for 30 minutes a day can make a big difference.

People who don't exercise are almost twice as likely to get heart disease as people who are active.

Regular exercise can help you:

- Burn calories
- Lower your blood pressure
- Reduce LDL "bad" cholesterol
- Boost your HDL "good" cholesterol

How to Start Exercising

First, think about what you'd like to do and how fit you are.

What sounds like fun? Would you rather work out on your own, with a trainer, or in a class? Do you want to exercise at home or at a gym?

Don't forget to check in with your doctor. He or she will make sure you're ready for whatever activity you have in mind and let you know about any limits.

Types of Exercise

Aerobic exercise ("cardio"): Running, jogging, and biking are some examples. You're moving fast enough to raise your heart rate and breathe harder, but you should still be able to talk to someone while you're doing it. Otherwise, you are pushing too hard.

Stretching: You'll become more flexible if you do this a couple of times a week. Stretch after you've warmed up or finished exercising.

Strength training. You can use weights, resistance bands, or your own body weight (yoga, for instance) for this. Do it two to three times a week. Let your muscles recover for a day between sessions.

How Often Should You Exercise?

Aim for at least 150 minutes a week of moderate-intensity activity. If you're just getting started, you can slowly build up to that.

When you work out, keep your pace low for a few minutes at the start and end of your workout. That way, you warm up and cool down each time.

Exercise Precautions

Stop and get immediate medical help if you have pain or pressure.

It's normal for your muscles to be mildly sore for a day or two after your workout when you're new to exercise. That fades as your body gets used to it.

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 –

Karen Carducci, Tara Bayer and Carolyn Kirch were a great help!

FROM CLINTON TOWNSHIP –

Pat, everything was simply perfect! We will be sure to send photos! The cake, the lights, the candles, centerpieces, everything was wonderful! Thank you again!! I hope we can work together again in the future sometime!!

FROM DEARBORN HEIGHTS –

Ford Rd. location was very nice this week. I found a very helpful young fellow named Tim Allen. Well informed and definitely generous about finding what you've asked for. Kudos Tim! Thank you!

FROM ROYAL OAK –

Becky Menger was awesome and very friendly. She knew all about the flower that we purchased. She went over and above the call of duty.

FROM WEST BLOOMFIELD –

I just want to let you know how fantastic Cathy Miller was to me. She took the time to help me with selecting the right flowers for my centerpieces for my daughter's graduation party. Cathy took the time to put together different options of plants to make my idea work. My centerpieces turned out fantastic. I made sure to tell everyone about my experience with Cathy.

FROM LANDSCAPE –

Your crew was careful and considerate and your headman, Sterling Weber was wonderful. Thanks for a gorgeous backyard!

MANAGER & ASSOCIATE ANNIVERSARIES

MANAGERS

- 23 Patrick Fairbrother, ACO
- 13 Kim Milewski, AA
- 9 Debbie Purdue, MO
- 4 Jim Welch, WB

ASSOCIATES

- 19 Pat Birch, CT
- 17 Kathleen Gruden, RO
- 9 Arnulfo Diaz-Lopez, LC
- 6 Annette Ferris, RO
- 6 Sarah Miller, RO
- 3 Erin Graebert, AA
- 3 Jeremiah Baur, EP
- 3 Johnathan Baur, EP
- 2 Brandon Opperthausen,
- 2 Kirk Olson, Colasanti's
- 1 Brian Dale, LC
- 1 James Wilson, LC
- 1 Johnetta Barnes, LC
- 1 Aaron Isett, AA
- 1 John Suiter, RO
- 1 Sherry Schultz, CT

SECRET SHOPPER SCORES

JULY 2017

Ann Arbor	94%
Clinton Township	94%
Dearborn Heights	97%
Eastpointe	94%
Royal Oak	94%
West Bloomfield	100%
Landscape	100%