

Fresh from the Garden

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SEPTEMBER EVENTS

FREE SEMINAR

The Fall Garden
Saturday, September 1, 2018
10 a.m. • Five Main Stores

LABOR DAY

Monday, September 3, 2018
Stores open 9 a.m. until 3 p.m.

FREE SEMINAR

Fall is for Planting
Saturday, September 8, 2018
10 a.m. • Five Main Stores

KID'S EVENT

Grandparent's Day Gift: Stepping Stone
Saturday, September 8, 2018
11:30 a.m. • Five Main Stores

GRANDPARENT'S DAY

Sunday, September 9, 2018

PATRIOT DAY

Tuesday, September 11, 2018

EMPLOYEE APPRECIATION DISCOUNT DAYS

Enjoy 30% off
September 13, 14, 27, 28, 2018

FREE SEMINAR

Freshen up for Fall
Saturday, September 15, 2018
10 a.m. • Five Main Stores

MAKE IT & TAKE IT WORKSHOP

Fall Grapevine Door Wreath
Thursday, September 20, 2018
7 p.m. • Five Main Stores

FIRST DAY OF AUTUMN

Saturday, September 22, 2018

FREE SEMINAR

Fall Lawn Care
Saturday, September 22, 2018
10 a.m. • Five Main Stores

FREE SEMINAR

Arranging Fresh Flowers
Saturday, September 29, 2018
10 a.m. • Not in Eastpointe



OBSERVATIONS

Customer Success

by John Darin, President



What's the secret to customer success? Knowledge. Where does that knowledge come from? Usually our associates.

As we transition seasons, this is a great time to brush up on your Success Training Cards to make sure you have the answers to customers' questions. The more you know, the more successful our customers will be.

Our Success Training Cards cover a variety of topics. The cards for the Christmas season provide helpful tips on: Fresh Christmas Trees: Life-like Christmas Trees, Wreaths & Garland; Christmas Trim & Décor; Christmas Lights; and Fresh Wreaths, Garlands, Boughs & Trim. There's even a card reviewing the services we offer during the holidays.

Go beyond the product and services cards and review our Customer Service Standards. Remember our approach: **GARDEN**

Greet each customer with a smile within 10 seconds or 10 feet

Approach those who signal for assistance

Research their interests and preferences

Direct them to products or solutions

Explore and resolve questions or concerns

Next steps: Say "Thank you" and invite them back

Keeping these tips top of mind, and learning more about the products we sell and the services we offer is the key to making our customers successful and loyal fans.

John Darin



REMEMBERING DOUG WATTERSON

FROM KIM MILEWSKI

Doug...

Determined... When he put his mind to something, it got done

Outstanding... Friend, father, husband, co-worker

Understanding... Always an ear to listen or a shoulder to cry on

Greatness... He was, just greatness

Doug was the ultimate "go-to guy" for many people. He would do anything for anyone. (this past tense is killing me) It was my pleasure to mentor Doug during our time together at Royal Oak. We were not just colleagues, we became good friends.

A friendship that would last with us both moving on to smaller stores... Secretly sharing the same opinion... Maybe smaller stores are where it's at... Everyone knew Doug, his smile would make your day. I can't believe I won't be getting anymore calls, just to say hi. But I know you will be watching over all of us!!!

"When I got the news today, I didnt know what to say, so I just hung up the phone. I took a walk to clear my head, this is where the walking lead, can't believe you're really gone. Don't feel like going home... So I'm gonna sit right here on the edge of this pier, watch the sunset disappear and drink a beer..."

Cheers, Doug... Sure do miss you, my friend!

FROM MATT BORDEN

I miss Doug a lot... we all do.

I miss the look on his face when I made a stupid pun (the look said "Really?") and then we'd both start laughing.

I miss "You're killin' me Smalls" when I threw another item on the already too big to do list.

I miss him coming to work early and staying late because of his strong sense of ownership and responsibility.

I miss him taking on extra responsibilities in order to take some items off my plate.

I miss him helping the rest of our

management team, even when they didn't ask for it.

I miss him tipping his head down and his reading glasses landing right on his nose.

I miss finding his extra reading glasses all over the place. After a while, I quit asking whose they were.

I miss his generosity toward me, his coworkers and staff.

I miss his integrity.

I miss him telling me that he and Trish were able to get in a round of golf on his day off and how much fun they had.

I miss him asking every Saturday what I shot playing golf on my church league Friday nights. (And him telling that he expects a lower score next week.)

I miss playing golf with him, even though it was only three or four times.

One of which was an outing last fall, that we all got to play for free, and that he was thrilled that I asked him to play with us. (I didn't even make him work after it was done-he really liked that part).

Ultimately, it comes back to 'I miss him'... we all do.

He's at peace now. No more suffering and worrying about others instead of himself.

In a small way, I hope this made you smile a little because that is what Doug would have wanted.



WeightWatchers

WELLNESS CORNER

ENCOURAGE EXERCISE

Whether you are a Weight Watchers member or not, (though, I really hope

you are) I think it's wonderful when people come up to me and share a story or ask a question. And one question that is asked quite often is "How can I get my kids to exercise more?"

Well, my answer is simple. Kids mimic what they see. So instead of just telling them to exercise, exercise with them.

It's important to set a good example by being active with the kids in your life. Go for a walk. If you can go biking, hey, that's great, too. Some of my favorite walking trips have been at Greenfield Village, The Detroit Zoo, Belle Isle or a trip to a local playground. We have the best places to exercise right here in Michigan, so go ahead and take advantage of them. We have hiking trails, community beaches, public parks and nature centers to explore. It doesn't have to cost a lot of money.

Fall is a great time to get the younger generation outside to enjoy the weather.

Your children can help you prep and cleanup the yard for the season. Get them excited by letting them pick out some bulbs to plant now and enjoy in the spring. It's also a great idea to make leaf cleanup a fun experience instead of a task. It can be an amazing experience they will always cherish with you.

When you make exercising with your children a priority, you're teaching them the importance of making time for it as they grow. You're also giving the gift of better health to yourself and those who look up to you the most. Who knows, maybe they'll even pass on the gift of better health to their own children. Be inspired, and be an inspiration to live healthier!

- 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 landscape projects, and signing contracts for fall clean-ups and holiday work. As customers inquire about our services, please discuss what we are able to do for them. Inform customers that we install 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 the 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 decorating to be finished before Thanksgiving. Therefore, it is very important for customers to contact us early (September is best) to get these services scheduled before Thanksgiving.

Remember, 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!

We would like to congratulate The Dearborn Heights & Royal Oak Stores for beating the Lead goals & winning a Pizza lunch for month of July. Great Job Team!

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 Amy Friedman, Amy Kanakri, Ann Reimer, Annette Ferris, Becky Menger, Bob Walker, Bonnie Thorp, Carol Grillo, Christine Fisher, Christine Forton, Chris Scott, Cynthia Kidd, Cassandra Kus, Danielle Roffe, Dena Serrato, Dillon Wauldron, Debbie Matthews, Dan Lemanski, David Cooper, Denise Miller, Elisabeth Johnson, Judy Darin, Johnny Darin, Jordyn Bronstein, Erin Harvey, Erin James, Frank Janosz, Greg Pizzino, Jill Clissold, Jim Welch, Karen Carducci, Jordan Vanek, Jim Miller, Kim Milewski, Katharine Hathaway, Kristie Graber, Lori Heiden, Laura Milliken, Lia Irizarry, Lisa Drew, Mari Zyla, Margaret Thompson, Michelle Wieferich, Natalie Cordell, Pat Birch, Racheal Macauley, Sarah Miller, Sanae Lamdarass, Sally Miller, Sean Matthews, Silvia Buse, Sarah Randall, Steven Alman, Tristin Pickett, and Zach Garsh. They all have sent us a lead in 2018.

MANAGER & ASSOCIATE ANNIVERSARIES

MANAGERS

- 24 Patrick Fairbrother, ACO
- 14 Kim Milewski, RO
- 10 Debbie Purdue, MO
- 5 Jim Welch, WB

ASSOCIATES

- 20 Pat Birch, CT
- 10 Arnulfo Diaz-Lopez, LC
- 7 Sarah Miller, RO
- 3 Juan Andrade, LC
- 3 Eric Ferreira, LC
- 2 Johnnetta Barnes, LC
- 2 Brian Dale, LC
- 2 Matthew Draper, WB
- 2 Christine Fisher, CT
- 2 James Wilson, LC
- 1 Elisa Azadbakht, MO
- 1 Noah Bak, WB
- 1 Jonathan Rodriguez, LC



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!



Benefits Corner for EMPLOYEES

REASONS TO USE LEGALSHIELD

Unexpected legal questions arise every day, and with LegalShield on your side, you'll have access to a quality law firm for covered personal situations, even 24/7 for emergency situations, no matter how traumatic or how trivial they may seem. Because our dedicated law firms are prepaid, their sole focus is to serve you, rather than bill you.

Over the next several issues we will give you 20 reasons to use legal shield.

1. You don't have an up-to-date will.
2. You don't understand the difference between a trust and a will.
3. Family members challenge your parent's will.

4. You don't understand your health insurance plan or new legislation.
5. You are selected for an audit.
6. Your parents die and leave you executor of their estate.
7. You are tired of hidden cell phone fees.
8. You do not have a retirement savings plan.
9. You lose your personal identification.
10. You receive a speeding ticket.
11. You are buying or selling your home.
12. Your driver's license is suspended.
13. Your landlord raises rent in violation of your verbal agreement.
14. Your teenager is accused of shoplifting.
15. You decide to change your name.
16. Your new washing machine doesn't wash.
17. Creditors threaten to take action against you for your ex-spouse's debts.
18. A neighbor or school reports you for child abuse.
19. You adopt a child.
20. A friend or neighbor is injured on your property.

For more information, contact an Independent Associate:

Tracy Stanton Katz
 tracykatz.wearelegalshield.com
 tracykatz@legalshieldassociate.com
 248.225.9407

THEY TOLD US!

from our Customers

FROM DEARBORN HEIGHTS –

I would like to compliment Stephanie for the very attractive and colorful display of English Gardens plants and flowers. Displays look best I have seen them!!!

FROM EASTPOINTE –

Daniel helped us find our items. He was patient and knowledgeable. Paul also helped us set up a delivery. He saved us money when he caught that we didn't have a Garden Club membership, which gave us so much peace of mind.

FROM ROYAL OAK –

I have been so pleased with the service at this location and the east side one too in Clinton Township. At this one when I needed help from the plant pharmacy I couldn't have asked for a better person than Zach. He did such a great job helping us out.

FROM WEST BLOOMFIELD –

Brendan Brice was exceptionally nice, polite and informative. He made my shopping experience enjoyable.

FROM LANDSCAPE –

I am very pleased with my landscape project! This sentiment is echoed with my neighbors. Of course, such admiration is warranted because your employees took the care and displayed professionalism in what they do. This reflects English Gardens endeavor to be the best in class! Thank you to James, Eric and the crew who made this project stand out!

SECRET SHOPPER SCORES

JULY 2018

Clinton Township	94%
Dearborn Heights	100%
Eastpointe	94%
Royal Oak	100%
West Bloomfield	97%
Landscape Company	N/A

CONGRATS!

Promotion - Kristie Graber (EP)

We're pleased to announce that effective July 28, 2018, Kristie Graber was promoted to Department Sales Manager at the Eastpointe store. Kristie will be DSM over Garden Center and Bedding Plants.

Kristie was originally hired as a Floral Sales Associate in Royal Oak in July 2009. She promoted to Manager in Training-Bedding Plants at the Eastpointe store in May 2016. Kristie has been a great partner to all of her managers, the team she works with, and most importantly our guests. She is very excited for this new opportunity.

Promotion - Paul Soulsby (RO)

We're pleased to announce that effective August 11, 2018, Paul Soulsby was promoted to Department Sales Manager at the Royal Oak store. Paul will be DSM over Receiving, Loading, Pottery, Fountains and Statuary. In addition, Paul will assist with Bedding Plants and Christmas Fresh Sales departments.

Paul was originally hired in August 2008 as a Sales Associate, in Royal Oak. He was promoted to Manager in Training at the Royal Oak store in March 2010.

Paul brings a great deal of knowledge and enthusiasm to the team and is very excited for this new opportunity.