

# Fresh from the Garden



## NOVEMBER EVENTS

### CHRISTMAS OPEN HOUSE

All Stores  
November 3, 10am-5pm

### LADIES NIGHT

Royal Oak  
November 7 - 5-8pm

### EMPLOYEE DISCOUNT DAY

November 7 & 8

### HOLIDAY MAKE IT & TAKE IT WORKSHOPS

All Stores  
November 9, 4pm, 5pm, 6pm

### KID'S CLUB: THANK YOU CARDS

All Stores  
November 9, 10am

### VETERANS DAY

November 11

### LADIES NIGHT

Clinton Township  
November 14, 5-8pm

### HOLIDAY MAKE IT & TAKE IT WORKSHOPS

All Stores  
November 16, 4pm, 5pm, 6pm

### CREATIONS & COCKTAILS: FALL FLORAL CENTERPIECE

Clinton Township, Dearborn Heights,  
Royal Oak, West Bloomfield  
Thursday, November 21, 7pm

### LADIES NIGHT

Plymouth  
November 21, 5-8pm

### EMPLOYEE DISCOUNT DAY

November 21 & 22

### SANTA VISITS

Clinton Township, Royal Oak, Plymouth  
November 24, 12pm-3pm

### THANKSGIVING DAY

November 28



## ENGAGE THE CUSTOMER

by John Darin, President



There is no doubt that November is a busy month. Everyone is in full swing; busy transforming our stores to Christmas Wonderlands and preparing for the Holiday decorating season. Christmas Open House on November 3 is an exciting time for everyone!

Not only for your teams, to stand back and enjoy the view after all the hard work and preparation of setting up your stores, but for our customers. Your efforts pay off when the customers come in to create that magical setting in their home, with all of our unique and beautiful products, and they leave with a memorable service experience; satisfied that they have all they need to complete their projects at home.

Our monthly Sales Bonus Plan targets other key ways to enhance the customer experience. For each of the following, we pay into the store's bonus pool, which is split amongst associates, putting extra money in everyone's pocket. Through September, we have paid out more than \$60,900 to associates in this plan.

The plan includes:

- \$5 for each full-priced Garden Club membership sold
- \$5 for each valid Landscape or Holiday Decorating Lead
- \$1 for each valid e-mail address
- \$1 for each unique item captured on the Lost Sales Report

The Garden Club membership is a wonderful add on to every sale this time of year. Members are eligible for a 10% discount on most purchases for one whole year, and many are already spending over the \$200 which would make their membership free. The Garden Club discount applies to Life-like Christmas trees, making this a prime example of an easy sell.

If you need a refresher on the holiday products and services, refer to your Holiday Preview training book and review the Success Training Cards.

Remember, Christmas is the season to spread joy and cheer. So, have fun with the customers, connect with them on a personal level and encourage them to leave with all the extras that we offer- to ensure an exceptional shopping experience.

Our stores and offices are closed on Thanksgiving Day, so you can enjoy the day with family and friends. Have a great November and a Happy Thanksgiving!

*John Darin*

## Health Corner for Employees

### November is Alzheimer's Disease Awareness Month

#### What Is Alzheimer's Disease?

Alzheimer's disease is a type of dementia that causes problems with memory, thinking and behavior. Symptoms usually develop slowly and get worse over time, becoming severe enough to interfere with daily tasks.

#### Understanding Alzheimer's and Dementia

Alzheimer's is the most common cause of dementia, a general term for memory loss and other cognitive abilities serious enough to interfere with daily life. Alzheimer's disease accounts for 60 percent to 80 percent of dementia cases.

Alzheimer's is not a normal part of aging. The greatest known risk factor is increasing age, and the majority of people with Alzheimer's are 65 and older. But Alzheimer's is not just a disease of old age. Approximately 200,000 Americans under the age of 65 have younger-onset Alzheimer's disease.

Alzheimer's has no current cure, but treatments for symptoms are available and research continues. Although current Alzheimer's treatments cannot stop Alzheimer's from progressing, they can temporarily slow the worsening of dementia symptoms and improve quality of life for those with Alzheimer's and their caregivers.

#### Symptoms of Alzheimer's

Just like the rest of our bodies, our brains change as we age. Most of us eventually notice some slowed thinking and occasional problems with remembering certain things. However, serious memory loss, confusion and other major changes in the way our minds work may be a sign that brain cells are failing.

The most common early symptom of Alzheimer's is difficulty remembering newly learned information.

As Alzheimer's advances through the brain it leads to increasingly severe symptoms, including disorientation, mood and behavior changes; deepening confusion about events, time and place; unfounded suspicions about

family, friends and professional caregivers; more serious memory loss and behavior changes; and difficulty speaking, swallowing and walking.

People with memory loss or other possible signs of Alzheimer's may find it hard to recognize they have a problem. Signs of dementia may be more obvious to family members or friends. Anyone experiencing dementia-like symptoms should see a doctor as soon as possible.

#### Reach out for help

If you, or someone you know needs more information, you can turn to the Alzheimer's Association for information and support. Call their 24/7 Helpline at 800.272.3900.

## Tell Us About It

**Dearborn Heights-** Tristan is so talented. She always creates such beautiful bouquets for me. I can't help but smile when she turns around to hand me a creation!

**West Bloomfield-** Lori is the bomb! This is our second time working with her. She is patient and listens to us about a plan that is manageable for us! She creates beautiful designs!

**Clinton Township-** Connor and Duane were both so helpful and knowledgeable in their own ways. They answered all of our questions and offered great advice!

**Eastpointe-** Marianne was great. She helped me find the plant I was looking for and even ordered more for me. I will be back to see her!

**Royal Oak-** Matt was helpful and great!! Greatly appreciated.

**Landscape-** Jamey was simply outstanding! Her design was well thought out and her communication was excellent. We could not have asked for a better experience!



*Thank You!*

**You Helped Us Raise  
\$7,600 for Forgotten Harvest!**



Thank you everyone who donated money in our Change for Change program. In August and September, we asked customers to round up their purchase to the nearest dollar or more. This donation will provide **30,400** meals in our area.

Forgotten Harvest rescues perishable food throughout Metro Detroit and distributes it to food banks and organizations who feed the hungry. With your help, English Gardens has donated more than **\$41,000** to Forgotten Harvest in recent years.

## SELL FOR SUCCESS



These tips (and many more, including an entire list of tie-in sales) can be found in your November Sales Planner.

**All Bulbs are 20% off until November 26<sup>th</sup>! November 26<sup>th</sup> Fall Bulbs will go 50% off!**

November is still an ideal time to plant bulbs. The weather is turning cooler and annuals should be gone. Planting bulbs right while doing fall cleanup is the best way to decide where there is room to place bulbs and get it done all in one action.

Bulbs need fertilizer when they are planted. Espoma Bulb-tone is perfect for this, and peat moss is a great soil amendment for bulbs. As a general rule, bulbs do not like to be planted in heavy or wet soils, they tend to rot out during the winter. Animals like to dig up freshly planted bulbs, which can be a real nuisance for gardeners. It is a good idea to soak the bulbs in animal repellants or place a layer of chicken wire over the bulbs, then bury it so it is not visible. Bulbs will grow through the holes but animals can't get at them.

### Poinsettia Facts:

Poinsettia sleeves MUST be removed as soon as the plants come in. If a sleeve stays on too long, the plant will produce ethylene gas which will suffocate the plants and cause leaf drop. There is no recovery from this!

Poinsettia roots are supposed to be white. If you are watering your plant and it isn't coming back to life, you may want to check the roots.

Poinsettias are a tropical plant and will appreciate as much direct sunlight as can be provided.



**Easy Impulse Item at the register this month: Magical Flames.** Adds magic to any bonfire. Who wouldn't want their fire to turn numerous vivid colors?

**Here are some Items you can add to any customer sale this Christmas Selling Season (quantities sold in 2018):**

1. Holiday 3D Glasses-1,066 pcs sold!
2. Red Velvet Bow-716 pcs sold!
3. 8oz Prolong-502 pcs sold!
4. Pick-Pinecone, Holly and Berries-453 pcs sold!
5. Silver Glitter Cedar Spray-437 pcs sold!
6. 200pk of Ornament Hooks-400 pcs sold
7. Holiday Flashing Bulb Necklace-373 pcs sold!
8. Biodegradable Tree Removal Bag-367pcs sold!

## SAFETY *It's Everyone's Business*

### MY BACK SAFETY PRINCIPLES

Use these principles to avoid a lifetime of Back Pain!

**M**ake sure you plan the lift. Clear the path. Assess if the load is too heavy. If the load is too heavy, seek assistance

**Y**our feet should be shoulder width apart. Get a firm footing close to the load.

**B**e sure to lift smoothly using a suitable lifting technique. Avoid jerking or twisting.

**A** suitable firm grip should be maintained throughout the lift.

**C**arry the load close to your body, always move your feet when turning.

**K**eep your spine aligned with natural curves. Maintain the 'S' shaped curve in your back.

Identify any hazards • Assess any risks to yourself & fellow workers • Take control and make choices to your own advantage

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## EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	
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### MANAGERS:

40	Dean Darin	Owner
40	Frank Janosz	Owner
16	Nancy Bacinski	RO
1	Mariel Bates	ACO

### ASSOCIATES:

14	Jennifer Lau	RO
7	Lauren Rose	RO
6	Carmelo Andrade	LC
6	Brittany Hamilton	ACO
5	Rebecca Nosanshuk	WB
5	Paula Kus	CT
1	Jose Medina	LC
1	Laurel Betts	RO

# What Colors Are on Your Plate?



Fall is here. That means the leaves, trees, flowers and almost everything around us are changing colors. And these changing colors should also include the foods on your plate.

Fall produce is full of color: Yellows, reds, purples and oranges. There are so many fruits and vegetables in season during the fall. Pears, apples, figs and blackberries are some great fall choices. Pumpkin, potato, cauliflower, squash, radishes and cabbage are at their very best.

*Here are some popular fall favorites:*

**Sweet Potato:** Filled with fiber, potassium, vitamin C, vitamin E and beta carotene. Sweet potatoes are naturally sweet and taste great when roasted, baked, boiled or mashed. Hold the sugar and butter because they are perfect just the way they are, and much healthier without all the extras.

**Apples:** An apple a day may truly help keep the doctor away. It's not only a fall favorite, but a popular fruit all year, Studies show that eating apples may help reduce the risk for heart disease as well as colon, liver, prostate and lung cancer. Apples are versatile. You can eat them right off the tree, or bake, boil or puree this fruit.

**Pumpkin:** It's in almost everything right now – from specialty coffees, tea, soups, desserts and snacks. It's packed with fiber, potassium and a wealth of antioxidants. And it tastes great, no matter how you like it.

As you get back into the kitchen this fall, add a little more color to your plate with in-season fruits and vegetables.

- Love, love, love,

*Florine Mark*



## NEWS from the Landscape Company

### “Professionals Doing Extraordinary Work”

November is the fastest paced month for the Landscape Company. We are finishing up landscape installations, but most of our attention is focused on the upcoming holiday season. We are currently installing holiday work for many existing customers, but we have room for new work.

Tell customers to contact us as early as possible to get their job scheduled. We typically can meet customers and present them with a quote within a week of contact!

Store associates are crucial for our success this season. When helping customers fill out a lead, make sure to clearly write down their name, address, two phone numbers and an email address with a description of the work they'd like done. Be sure to include your first & last name so we can reward you with a Spiff if the project is sold!

To assist customers and associates, we have signs in front of the outdoor trees we lit at the stores. These signs give customers a general idea of the cost of

our services. They will also include the amount of product to professionally light certain trees. Additionally, there is a binder at the service desk detailing the décor on the trees if customers inquire.

November Lighting Ceremonies are fun events for families, and a great way to get into the holiday spirit.

**Sunday, November 17, 2019:** Partridge Creek Lighting Ceremony: This is traditionally the busiest, and a lot of fun. Lights go on shortly after dusk. Arrive at least an hour before to get a parking spot.

**Thursday, November 21, 2019:** City of Royal Oak Lighting Ceremony: This is the 8th year of this event, and we are expecting a great show!

**Friday, November 22, 2019:** Village of Rochester Hills Lighting Ceremony: Lights will go on shortly after dusk, and there is typically enough parking within the mall. Santa will arrive after the lights are on, and will be available to take

family photos in the Snug. We're hosting a table for attendees to make a free Christmas ornament, so please visit.

**Friday, December 6, 2019:** City of Birmingham Lighting Ceremony: This is the 4<sup>th</sup> year English Gardens is lighting trees in Shain Park. Santa will be available to take pictures.

We greatly appreciate your support at all of these events. If you haven't seen our work before at these four jobs, you will be amazed!

*Special thanks to Ann Reimer, Annette Ferris, Amy Goodwin, Bob Walker, Christopher Scott, Christine Forton, Cori Lademan, Colleen Klaus, Colleen Sullivan, David Gruenawald, Debbie Matthews, Erin James, Erin Harvey, Eric Stanis, Greg Pizzino, Jackie Cronce, Kim Milewski, Karen Carducci, Jodi Ghedotte, Jordan Vanek, Jordyn Bronstein, John Baur, Jill Clissold, Kim Welch, Lauren Rose, Lori Tempest, Lori Heiden, Leah Debene, Leigh Pierson, Lisa Drew, Lia Irizarry, Margaret Hammond, Matt Draper, Bonnie Thorp, Mary Ann Nisley, Mary Sabatini, Marie Goforth, Naomi Rudolph, Nina Welch, Patti Small, Rosie Fraga, Sarah Miller, Sara Earl, Suzanne Bazner, and Steven Alman. They all have sent us a lead in 2019.*