

April 2023

Fresh from the

Garden



APRIL EVENTS

Employee Discount Day 50% Off

April 6 & 7

Easter Sunday

April 9

Employee Discount Day 50% Off

April 20 & 21

Earth Day

April 22

Administrative Professionals Day

April 26

Arbor Day

April 28



OBSERVATIONS

Swing into Spring with
Exceptional Customer Service!

by John Darin, President



April Showers Come your way, to bring the Flowers that Bloom in May! Spring is Here and our customers are excited to enter the stores and see what English Gardens has to offer for all their lawn, garden, lifestyle, and décor needs. As the customer traffic increases, and plant material is coming in faster than ever, always remember our Customer Experience Standards and Expectations.

Passionate People – That is each and every one of you! You really are what makes this company so successful. And if you happen to know someone who enjoys working with people and plants, we also have an awesome \$200 referral bonus for those that you attract to the team.

Plant Maintenance – This is what we do! Our teams spend a lot of their time watering, pruning, and caring for all the varieties of plants coming into our stores daily. All associates must be aware of What Good Looks Like regarding plant maintenance. New and existing associates should be Spring season ready with Pocket Guides and Success Training under their belts!

Efficient Operations – Remember to put everything where it goes the first time. Making good decisions when product comes in the door prevents you from having to touch things a second time. This also means the aisles are free of racks and pallets of merchandise. Customers should be able to see all the way to the end of an aisle without obstruction and move freely down the aisle even when crowded with other customers. Efficient operations are better for you and our customers!

Merchandising – Now is the time to shine in all departments. Use your attractive displays to invite the customer to explore a new category we offer this year or browse through new products that are fun and exciting, in stock for Spring. This also applies to vendor catalogues and service pamphlets that should be readily available for the customer to leave with, to ensure their return; or their success on the project they are tackling in their yard and garden.

Customer Service – This is the center of it all! We can be amazing at all the above, but if we Don't Engage and Educate our customers, we risk losing them to the competition. Customers come to English Gardens looking forward to working with our knowledgeable staff of well-trained service professionals. Let's be ready to make their shopping experience one that will bring them back again and again!

Thank you for all your hard work!
I look forward to a successful Spring!



Excellent Service Grows Solid Customer Relationships

Priorities: #1. Customer #2. Everything Else

EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	Location
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MANAGERS:

57	John Darin	MO
44	John VanHouten	CT
21	Paul Graebert	EP
17	Gregory Pizzino	PN
15	Becky Abercrombie	ACO
10	Margaret Gallagher	MO
5	John Darin	PN
5	Marie Goforth	WB
5	Nicole Phillips	ACO
4	Dan Miller	ACO
1	Erik Leciejewski	DB

ASSOCIATES:

19	Jamey Gutierrez	LC
13	Daniel Lemanski	CT
10	Carolyn Berwick	LC
9	April Braden	RO
9	Sandra Szparaga	RO
8	Sara Earl	RO
8	Elisabeth Johnson	EP
7	Margaret Hammond	DB
6	Amy Kanakri	RO
5	Tuesday Green	WB
3	Debra Denson	RO
3	Annette Kraus	PN
2	Stephen Cowell	LC
2	Julie Diaz	ACO
2	Cynthia Krause	CT
2	Renee St. Pierre	PN
1	Jenna Agnello	CT
1	Kenneth Andridge	WB
1	Lisa Andridge	WB
1	Claire Doyle	EP
1	Mary Duncan	CT
1	Makenna Harwood	LC
1	Jessie Hymer	LC
1	Lori Kozlowski	CT
1	Antonina Morejon	CT
1	Julie Naster	DB
1	Quin Perry	PN
1	Matthew Reno	LC
1	Ethan Tunison	LC

Promotion!

Emmie Haynes – Eastpointe

Effective March 4, 2023, Emmie Haynes was promoted to Keyholder at English Gardens Eastpointe!

Emmie Haynes started with English Gardens in October 2016. She has worked in various roles at the Eastpointe location, most recently as Receiving Associate.

She will continue to oversee Receiving, while working on training a fellow associate in this department.

Please join us in congratulating Emmie Haynes in her new role as Keyholder at English Gardens Eastpointe!!



Welcome to the Team!

Jason Schweder – Manager in Training, Garden Center, Clinton Township

Five Fun Facts about Jason:

1. I have an Extreme Halloween and Christmas Decor Collection.
2. I 100% agree with the rule of items in groups of odd not even numbers.
3. I collect Lionel model trains.
4. When I vacuum the lines in the carpet always must be going North and South.
5. I worked at Wujek, Calcaterra & Sons Funeral Home for 7 Years.



Happy Retirement!

Jill Clissold – West Bloomfield

Congratulations to Jill Clissold! Effective March 31st, Jill retired from English Gardens after 23 years.

We wish Jill a very happy, healthy, and relaxing retirement!



BENEFITS CORNER

With customer traffic increasing this month, it is a wonderful opportunity to review the **Store Team Monthly Bonus Program** and plan to put some extra cash in your pocket!

\$5

for each full-priced
Garden Club
Membership sold

*Customer record must contain first
& last name, and valid email address
or complete mailing address.*

\$5

for each valid
Landscape Lead

*Landscape Lead Form must
be properly completed.*

\$1

for each new
valid E-mail
address obtained

*Customer record must contain first
& last name and valid email address.*

\$1

for each unique
item captured on
Lost Sales Report

*Example:
Out-of-Stock items or
items not stocked.*

ADDITIONAL BONUS FOR THE MONTH OF APRIL

\$1 will be given **to the associate** who enters the email address in OMNI

*Customer record must contain first & last name, as well as a new valid email address.
The Store Team Monthly Sales Bonus Plan will continue to pay \$1 into the store pool..*

Provided the information above is entered in the POS system, incentive program dollars will be put into a store pool to be shared by all associates working in that store. Your portion depends on whether you're a full-time or part-time associate. Full-time associates averaging 30 or more hours per week will receive full share (100%). Part-time associates averaging less than 30 hours per week will receive half share (50%).

NOTE: English Gardens reserves the right at its discretion, to review, change, amend or cancel this plan, with or without notice, at any time.
This is a taxable benefit which will appear on your paycheck.

04-2023

APRIL

April is finally here!

What a great time to rethink and reinvigorate yourself with new interests and hobbies.

Whether you enjoy being indoors with the windows open and the fresh air coming through or being outdoors in the sunshine, here are a few of my favorite ideas to change it up!

Escape in a new book or book series. Maybe even tap into a new genre: fiction, non-fiction, mysteries, thrillers- the options are truly endless.

Start listening to different Podcasts or audio books that are entertaining and compelling. I listen while walking outdoors or relaxing indoors.

Invest in your own garden. You can apply some of your ideas and suggestions that you offer customers and add different colors or textures that are new to you. You might even add a vegetable or herb!

Learn a game and spend time with friends! Whether it's Kanasta, Scrabble or pickle ball, explore something new and share the fun with your friends.

New season. New interests. I couldn't be more excited...

Love, love, love, Florine

In May 2021, Florine Mark sold her Weight Watchers franchise in Michigan and Ontario. She continues to write her monthly column for our newsletter as a Wellness influencer, Author, Motivational Speaker, and Podcast Host. Connect with her at: FlorineMark.com.



Tell Us About It



Clinton Township – Jim and Lori were fantastic!

Dearborn Heights – We were very pleased with a fresh floral arrangement placed around a memorial lantern, designed by Leigh! It was exquisite!

Royal Oak – Zach was so helpful in assisting me. I am a senior citizen and live alone so his help and patience were appreciated beyond measure! I am sure this considerate young man had no idea how much his kindheartedness meant.

West Bloomfield – Michael Schomber is a wealth of knowledge. I am going to follow his suggestions for soil and other products as my tomato plants grow from seeds.

MARCH ADOPT A HOUSE PLANT EVENT PHOTOS

