

July 2022



JULY EVENTS

Employee Discount Day
50% Off

July 1

Independence Day
Stores Open 9am-5pm

July 4

Employee Discount Day
50% Off

July 13

Employee Discount Day
50% Off

July 14

Employee Discount Day
50% Off

July 28

Employee Discount Day
50% Off

July 29



A Moment of Gratitude

by John Darin, President



I want to start off with a note of thanks to our associates for being resilient, yet again. Throughout 2022, you have all delivered on our brand promise.

This Spring, there were staffing challenges and changes in customer traffic flow. There were some product flow concerns and a lot of new customers in the stores looking for an amazing customer experience, to meet all their project needs. With all this happening, many training

moments and exceptional service moments were created. You may have done something that you weren't completely prepared for or ready to do. But you persevered and you grew.

When there's a moment of 'Wow, I'm not so sure that I can do this, and you push through those moments, it's then that you have a breakthrough. Sometimes that's a sign that something great is about to happen. You're about to grow and learn a lot more about yourself.'

Thank you for continuing to cultivate your talent here at English Gardens. Thank you for choosing to keep growing on this team.

Thanks to our entire team, English Gardens is having another exceptional year, and YOU are the WOW moment!



Tell Us About It



Clinton Twp - Darlene was beyond amazing. She was able to save my plants life and give me some amazing advice for future care. Thank you!

West Bloomfield - Tyler helped me with a major purchase for privacy screening. I am grateful for his knowledge and patience with me!

Royal Oak - Jen and Aliyah were wonderful. Jen in the Garden Center was very helpful and kind. Aliyah is an awesome cashier, very friendly!

Eastpointe - Maggie went above and beyond to assist me in creating colorful pots for my porch and patio; as well as recommended a fertilizer!

Dearborn Hts - Erik, one of the managers, what a great guy! Helpful, attentive, excellent listener, problem solver, kind and HAPPY! English Gardens does not want to lose him, such excellent customer service.

Plymouth - Joan F. took time for my wife and I to find us a raised garden bed. She took time to help others while helping us.

Landscape - Brian, the year and a half wait was well worth it. What a job!!! Ernesto, Carmelo and Gideon performed one spectacular job transforming my drab, lackluster bed at front of my house to a magical, colorful oasis of beauty. They are extremely conscientious and talented taking pride in what they do. English Gardens is fortunate to have such amazing employees working for them!! Brian, can't thank all of you enough, from the bottom of my heart, Rod included. Artful landscaping lifts peoples' hearts, and you have EXCELLED in this service!!!



ASSOCIATE SPOTLIGHT



EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	Location
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MANAGERS:

48	Matt Borden	RO
40	Robert Walker	MO
30	Jennifer Youngquest	MO
16	Tally Hayes	PN
13	Nick Banks	DB
13	Kristie Graber	EP
6	Christopher Scott	RO

ASSOCIATES:

23	Judith Darin	DB
10	Tyler Vespa	RO
8	Mary Gidner	EP
3	Ann Taylor	MO
2	Christopher Ellison	RO
1	Pedro Jimenez	LC
1	Alexis Potoff	WB
1	Patrick Popyk	DB
1	Carly Updike	WB
1	Carol Kalinski	RO
1	Cathleen Anstett	EP

Promotion

YOUR ENGLISH GARDENS TEAM

Noah Bak West Bloomfield

Noah has been promoted to Nursery Manager in Training at West Bloomfield!

- Noah has been with English Gardens since April 2017, at the West Bloomfield store. He is currently finishing his last year at Oakland University, where he is majoring in Environmental Science and Sustainability.
- In 2020, Noah became a part time Nursery Sales Associate and has proven to be a real team player. He is a quick learner and a great communicator. Noah asks questions for clarification and isn't afraid to put himself and his ideas out there. Noah is always eager to know and do more.



Please join us in congratulating Noah in his new role!

Benefits Corner for Employees/401K Bulletin

Your 401K contributions (deferrals) can be changed near the beginning of every quarter. With it being July 1st, participants % of earnings contributed to the 401k from each paycheck can be changed. The minimum is 1% and the maximum percentage is 85% of each pay.

Reminder: Don't forget to update your address and name if any changes have happened.

Beneficiary forms must be on file for everyone with a 401K plan. This form has been added to the ADP homepage for ease of access. Please print and complete, if you have not done so in the past, and turn your form in to ACO Attention: Mike Grundman.

For any employees aged 50 or older, you can contribute an additional \$6,500 per year towards your retirement savings.

All participants can gain access to their investments through the online portal from your home computer. It's easy to gain access and quick to see performance results from your investment. Below is a tutorial on setting up your online access if you haven't already.

NEW!! There is a new App you can download from the App Store to gain access to your 401k investments from your phone.

For any additional investment choices and questions, Glen Young is always available to answer questions:

Glen Young

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Accessing Your Retirement Account



1. Visit Personal Savings Center at www.standard.com/login.
2. Click Create an Account.
3. Click on My Retirement Plan, Under I Have a Retirement Plan Through Work, select Create an Account.
4. Fill in your personal information, then create a username and password.
5. You will receive an email from verify@standard.com to activate your online account (you'll need to do this within 24 hours).
6. Log into your new account with your username and password.
7. Read and agree to the Terms of Consent.
8. Select how you'd like to receive verification codes. On the new page, enter the six-digit code within 60 minutes of receiving it. If you are going to use the same device or computer again and prefer not to receive a code, select Trust this Browser.



Online, you can:

- Enroll
- View your account balance
- Change your contributions
- Rebalance your investments
- Get help rolling over funds from another plan
- Make online transactions
- Check your investments
- Access helpline

join us for some

FOOD TRUCK FUN!



...to thank you for your hard work and dedication,
and a very successful Spring season!

Friday, July 1 | Hero or Villain

Plymouth: 10am-12pm

Dearborn Heights: 1pm-3pm

Friday, July 8 | Los Dos Amigos

Clinton Township: 10am-12pm

Eastpointe: 1pm-3pm

Friday, July 15 | Los Dos Amigos

Royal Oak: 10am-12pm

West Bloomfield: 1pm-3pm

FOOD SPONSORED BY ENGLISH GARDENS



A LITTLE PREPARATION CAN MAKE A DIFFERENCE IN YOUR DAY

Summer has finally arrived! It's a great time to spend more time outdoors whether it's taking a walk, gardening, visiting our beautiful parks or just sitting and relaxing. This is the time of year we so look forward to after our long cold Winter months. Once the warm weather rolls in, there are a few routines I have enjoyed and embraced and want to share with you.

Each day before I go to work, I pack a delicious healthy lunch in my insulated bag. I always include lots of fruits & vegetables. If I have extras, I'll snack on them throughout the day.

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.

This is a great time of year to purchase all the wonderful seasonal fruits & vegetables that are available, more economically priced.

If it's a nice day, I will find an outdoor spot where I can sit and enjoy my lunch while appreciating the fresh air and scenery. Even taking a short walk can be energizing. You will be surprised how good you will feel after this little lunch break!

I hope you are all enjoying our fantastic Michigan summer.

Love, love, love, Florine

July is a great time to focus on *Patio Furniture*

As the rest of the store slows down post planting season it is time to focus energy in the patio department. To entice our customers and provide a new, fresh look in the department try moving sets around, remerchandise and decorate. You can get some sets that you are not flooring from the Royal Oak warehouse or bulk out some displays of stack chairs for summer cash and carry sales. We have plenty of inventory so we should be able to push and easily get some extra sales this month.

Tips for Selling Large Ticket Items – Such as Patio Furniture

- 1 Sell** – To your Customers' Situation and Price Point, not your own or your idea of their budget.
- 2 Identify** – The customers' needs and discuss the desirable features that could meet those needs.
- 3 Be Honest** – People can tell when you have a genuine desire to help them.
- 4 Smile** – People can tell if you're smiling, even on phone calls. Smiling can translate into positive energy and excitement, whereas talking without smiling can make you sound monotone and boring.
- 5 Be Excited** – Exude personal excitement because you can see how much you can help the customer find the perfect solution. Energy is contagious, so this is an easy way to inspire enthusiasm.
- 6 Be Confident** – If you're confident enough that your service is going to help the customer, the customer is going to believe you and become confident themselves.
- 7 Provide the Complete Purchase** – Add on sales to patio furniture are as easy as protective covers, decorative pillows, or some beautiful tableware for entertaining guests.

The plan is to start our Floor Model Clearance in August or possibly late July. Look for more information as we get closer. Be sure to use your "Last One 50% OFF" signs on any floor models that we are down to display on. If other stores have inventory, we will still transfer at 40% off, but we all have things not on display, so we need to be sure to clear out floor models to make room.

All furniture can be tagged with our hang tags that will show the regular and sale price. We will continue to offer free white glove delivery and set up on all patio furniture.

For the 2022 season all furniture is on sale for 40% off the regular price. As we go through the season select sets will be Clearance Sale Priced at 50% off and higher. We will continue to have set pricing with the smart "T" skus on sets that cannot be broken. New sets for 2022 will start with a 22 in the first two numbers of the SKU. All Hanamint will continue to be sold ala carte as we did the last two years.

Sell the lifestyle! Be creative with merchandising! Create the ambience! Showcase each sets unique features and benefits to the customer! Have fun!

