

March 2023

Fresh from the Garden



MARCH EVENTS

Employee Discount Day
50% Off

March 9

Employee Discount Day
50% Off

March 10

Daylight Savings Time
Begins

March 12

St. Patrick's Day

March 17

First Day of Spring

March 20

Employee Discount Day
50% Off

March 23

Employee Discount Day
50% Off

March 24



OBSERVATIONS

Spring Has Sprung!

by John Darin, President



Last month we experienced quite a few unseasonably warm weather days. But this month it should really begin to turn in our favor and energize everyone for their Spring projects and plantings. This IS OUR Season! This is English Gardens' time to shine!

Robin Williams once said, "Spring is nature's way of saying, Let's Party!"

In our stores, traffic will increase and our new and returning customers will be looking for everything from rakes, lawn & garden bags, patio furniture and of course COLOR! When Pansies are in the door, it is Showtime from there on out!

As always, we need to be ready with our expert knowledge and customer service mindset. Switching from set up to selling mode is crucial this month. After all, this is what you have been working so hard to prepare for. We want everyone on the salesfloor to enjoy showcasing all the wonderful products that English Gardens has to offer.

You will learn about many of these new and exciting products, during our annual Spring Training this month. Spring Training will be virtual again this year and will take place March 13th through March 24th. I hope you enjoy viewing the wonderful presentations put together by our Buyers and several other leaders across the company.

I appreciate everything you do here at English Gardens.

I greatly enjoy the buzz and excitement in the stores and, as always, look forward to a successful Spring!

EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	Location
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MANAGERS:

36	Kevin Lowman	ACO
36	Michelle Hamilton	ACO
33	Brian Wotta	ACO
18	James Morris	LC
16	Greg Gallerini	LC
11	Sterling Weber	LC
9	Holly Onkala	MO
1	Michael Schomber	WB

ASSOCIATES:

35	Christine Miller	CT
26	Karen Sexton	ACO
26	Recina Ward	ACO
18	Debra Matthews	CT
13	Valerie Tarquini	LC
11	Paul Desrosiers	DB
7	Kimberly Vineyard	LC
6	Juan Andrade	LC
4	Darlene Henris	CT
4	Pamela Iverson	WB
3	Leo Tomaszewski	DB
3	Emmie Haynes	EP
2	Anica Presley	LC
1	Andrea Gatti	EP
1	Camryn Lauri	DB

Promotion

YOUR ENGLISH GARDENS TEAM

Maggie Hammond Dearborn Heights

Effective February 18, 2023, Maggie Hammond was promoted to Manager in Training-Nursery at Dearborn Heights!

Maggie Hammond started with English Gardens in April 2016. She joined the Eastpointe store as a cashier and after one year moved into the Keyholder position, based on her hard work and dedication.

She is very knowledgeable in the nursery, as well as tropicals. She goes the extra mile to help customers achieve success in planning their gardens with suggestions, information, and care. Maggie treats their project as if it were her own.

Maggie is very excited for this next step in her career path. We all look forward to watching her continue to grow and develop.

Please join us in congratulating Maggie in her new role!



SAFETY

March is National Ladder Safety Month

MARCH 2023

Safety At The Top

Just as it's important to pay attention while climbing and descending a ladder, it is important to follow safety rules while working on the ladder:

- Don't stand on the top step or top cap.**
If you feel the need to stand on the top cap of your ladder to reach your project, you are not using the right ladder for the job. Standing on the top step, top cap, or straddling the top of the ladder is very dangerous and can easily lead to a loss of balance.

One of the most common mistakes made by ladder users is choosing the wrong ladder for the job. You should always consider the length of the ladder you need for each job. It is unsafe to use a ladder that is too long or too short.
- Maintain Three Points of Contact.**
When working at the top of a ladder — just as you do when you are climbing — it is important to maintain three points of contact with the ladder. When working, this typically means having both feet firmly planted on the ladder, with a hand or your knees resting on the ladder for stability.
- Don't overreach.**
When you don't maintain three points of contact, you are more likely to overreach. When you overreach, your ladder is more likely to lose balance. You should always keep the center of your stomach between the ladder side rails.

Find everything you need at laddersafetymonth.com

Don't forget about the **Recruiting Referral Bonus** programs!

REFERRAL BONUS PROGRAM



Put some extra money in your pocket!

IT'S AS EASY AS 1, 2, 3!

\$200 BONUS

- Refer a NEW employee to any English Gardens retail store location
- That person is hired and works **30 DAYS**
- You receive \$200!



WE'RE HIRING!
LANDSCAPE PROFESSIONALS



Put some extra money in your pocket! Earn up to \$3,500 in referral bonuses. It's EASY!

EXPERIENCE PAYS!

\$500 BONUS

- Refer a NEW employee to the Landscape Company
- That person is hired & works 60 days
- You receive a \$500 bonus

ADDITIONAL BONUS up to \$3,000!**

- You receive an additional bonus after the new employee works 120 days (4 months)
- This bonus is paid in 8 monthly increments, starting after the 120-day period

**QUALIFICATION FOR BONUS PAYOUT OF \$3000: Candidate must be a qualified Landscape Foreman with 5+ years or more experience in the Landscape industry. Both parties must remain employed with English Gardens during the 8-month payout period to receive the additional bonus.

MARCH

During the month of March, the sun is starting to rise earlier and set later.

It's the perfect time to take advantage of the extended daylight. I love that I can get back to exercising outside with long walks about my neighborhood... the fresh air is so invigorating!

I look forward to seeing the beautiful greenery and flowers that will begin to bloom again.

I know you all will be very busy assisting customers with preparing their gardens for spring. This is when customers are eager for your expertise in helping them create

their vision as the season approaches. I personally have experienced the wonderful suggestions and ideas you have given me for my garden.

When I think about the meaning of the word vision, 'the ability to think about or plan the future with imagination or wisdom' I feel excited and empowered.

With spring right around the corner, it's the perfect time to create YOUR vision. Give yourself permission to imagine, dream big because anything is possible...

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 – I've learned one thing - your employees can make or break your company. I enjoy shopping this English Gardens location because of the kind, sweet, helpful, and cheerful staff.

West Bloomfield – Shoutout to Holly who was simply amazing and super fun to talk to. I left with a smile on my face. Thank you, Holly for your assistance with my purchases!

Royal Oak – I was so pleased with Amy's helpfulness and expertise as a Florist. She put together a lovely plant basket to celebrate my son's involvement with the HopCat Grand Opening. Thank you again, Amy!

SELL FOR SUCCESS

Patio Furniture **New for 2022...**



Jupiter, 7-pc Dining Set

*and NEVER
hit most
sales floors!*



Cologne, 4-pc Sofa Set

For the 2023 season all furniture will start out 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. These are priced for the entire set and the hang tags have the set retail on them.

There are no new sets for 2023 so the newest sets we will be selling will start with a 22 in the first two numbers of the SKU. All Hanamint furniture will continue to be sold A la carte as we have the last three years. All other 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.

MARCH PROMOTIONS:

Starting on February 27 through Sunday April 16 we will be having a pre-season Patio Furniture Sale where we are going to pay the sales tax. This has been a popular promotion in the past and plenty of signage and advertising will be done regarding this sale.

SEASON LONG PROMOTIONS:

- All Patio Furniture 40% off the regular price
- All Umbrellas 30% to 50% off the regular price
- All Benches 40% off the regular price
- All Dream Hammocks 40% off the regular price

ADOPT A HOUSE PLANT IS BACK!



**March 24 & March 25
10am - 4pm • All Stores**

Add a new plant pal to your family!
Follow our guide and get all the info you need to help purchase the perfect plant and select a coordinating pot. Plus, care tips, giveaways with purchase and more!



#AdoptAPlant

NEW! EG IG INFLUENCERS

This month Nicole shopped English Gardens West Bloomfield. She has a curated Instagram feed, with almost 20,000 followers, centered around house plants. She shares care and decorating tips, as well as fun facts and finds. Next month we will introduce you to another influencer!

