

May 2022

Fresh from the Garden



MAY EVENTS

Employee Discount Day
50% Off

May 5

Employee Discount Day
50% Off

May 6

Mother's Day

May 8

Employee Discount Day
50% Off

May 19

Employee Discount Day
50% Off

May 20

Memorial Day

May 30



Planting the Seeds of Customer Loyalty

by John Darin, President



We all have spent many months preparing for this: May — the month when customer traffic increases in the stores, landscape designs are coming together full force on a wide variety of projects, and our customers are coming to us for expert advice and product knowledge.

The increase in traffic in the stores for gardening season is the perfect time to start a year-long relationship with our customers!

Here are some tips to ensure customers shopping with us are not only successful but also become loyalty customers to English Gardens:

- Show genuine interest in the customers projects and gardening problems. Never say NO. Instead, tell the customers what we CAN do!
- Connect with customers by offering your business card and inviting them back to the store, ask them to report back on how their project worked out; even better, invite the experts you meet to join our team
- Treat the customer spending \$10 as well as the customer spending \$1000
- If a customer is not happy with the service on a small sale, they will never give us the opportunity when they need to make a large purchase. So, give time and attention to all those in our stores this Spring
- Don't give up on the customer who has minimal history with us. They are here aren't they? Now we have the chance to ensure they return time and time again, and hopefully tell their friends and families along the way
- Transition between customers: When it is busy, you must have the pace and the ability to help multiple customers with exceptional service in a quick yet thorough manner.
- Know the Ad: Familiarize yourself with WHAT customers are coming in for and WHY they may be shopping with us today. YOU are the Expert!
- ADD ON to EVERY SALE!! Worst thing they can say is No. The worst thing you can do is NOT TRY

John Darin



Associate Spotlight



EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	Location
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MANAGERS:

47	Debra Lowman	ACO
31	Leigh Pierson	DB
22	Ronald Dettloff	RO
18	Jim Miller	CT
8	Zachary Garsh	ACO

ASSOCIATES:

24	Andrew Donatiello	WB
14	Janet Killu	RO
14	Laura Milliken	WB
12	Lori Heiden	WB
4	Maribel Meador	RO
4	Donna Myrick	CT
3	Rachel Darin	MO
3	Joan Fox	PN
3	Michael Sander	PN
3	Jill Scypta	PN
3	Gracie Vespa	MO
2	Brian Azzopardi	DB
2	Kristen Cupp	PN
2	Zachary LaRochelle	RO
2	Josh Roberts	EP
2	Patricia Toufar	DB
2	Jill Vanderbeke	RO
1	Ernesto Gonzalez	LC
1	Autumn Kliffel	EP
1	Alexis Lupercio	LC
1	Caroline Sherman	WB
1	Gabriel Wright	PN

Get to Know YOUR ENGLISH GARDENS TEAM!

Erik Leciejewski Department Sales Manager, Dearborn Heights

Five fun facts about Erik:

1. I've always loved gardening and working around the yard.
2. I enjoy model building with my nine-year-old son Clark.
3. My wife Jasmine and I will celebrate our 15th wedding anniversary in June.
4. Big movie buff! My favorite movie is Back to the Future.
5. I have a good sense of humor and love to make people laugh.



Ciara Forbers Patio Sales Associate, Royal Oak

Five fun facts about Ciara:

1. I know how to play the flute. I played for eight years from fifth to twelfth grade.
2. I love to cook and bake. My biggest culinary accomplishment so far has been my Matilda inspired chocolate cake and my carrot cake with cream cheese frosting.
3. I am a big Star Trek fan, aka a Trekkie and I believe John Luc Picard is a better captain than James Tiberius Kirk.
4. I love to dance, and I will be the first one on the dance floor (even if I am the only one).
5. I am named after a perfume that was popular in the late 80s/early nineties: Ciara. If you meet anyone named Ciara with a spelling like mine they were probably born around 1991 like I was, and I have correctly guessed a few Ciara's ages based on this information. A neat party trick/icebreaker.



Welcome TO OUR NEWEST FAMILY MEMBER!

Reece Bryant was born on 4/28/2022. Reece is the first grandson of 2nd generation family members Dean (VP of Operations) and Judy Darin (DB).

Congratulations to the new parents Chelsea & Ross!



Tell Us About It



Clinton Township – Marlene was very kind, informative and helpful!

West Bloomfield – Rebecca was everything I could have hoped for in choosing plants and care of those plants. She was pleasant and very helpful. I will return for future purchases!

Royal Oak – Becky was extremely helpful, patient and customer oriented!

Plymouth – Rachel was super helpful and assisted with my entire purchasing experience!

Sell For Success

Make *Gardening* a Family Activity

BY ENGLISH GARDENS / PUBLISHED IN GARDENING WITH KIDS

Gardening has so many benefits on our physical and mental wellbeing and can be a great way to spend time outdoors with your family. Here are some ways to create a kid-friendly garden.



CREATE THEIR OWN SPACE

Whether you're working with an existing garden or starting from scratch set aside some space just for the kids. Get their input on what the garden should look like. Let them select which plants and flowers to include. Plants like sunflowers, fast-maturing vegetables like radishes and lettuce, or fun food to harvest like strawberries and pumpkins are a great way to keep kids engaged. Let them choose some garden art, or fun benches or stools to encourage them to spend time in the garden.

TEACH THEM THE BASICS

Let them select their own basic tools and show them how to use each one. Show them how the whole process works; start with digging holes, amending the soil, planting depth and distances and end with proper care and maintenance. Things like pulling weeds, and how long and how often to water are great things to know at any age.

MAKE IT A HABIT

Like anything, practice makes improvement. Set aside time each day to get it the garden and let them tend to their own space. The more consistent they are the better they will get.

LET THEM HARVEST

There is no better way to get your kids to eat their vegetables than to have them harvest what they helped grow. Have them help you prepare meals with ingredients from their garden. Use new recipes to keep things new and exciting and encourage them to try food they normally wouldn't eat.

Gardening teaches kids where their food comes from, not to mention all the benefits that come from being outdoors and playing in the dirt. Create a new family activity and spend some time in the garden.



Employee Health & Wellness

Since 1949, Mental Health America has observed May as Mental Health Month. Mental health is something everyone should care about. Because no matter how heavy and hard the world feels – and maybe especially because the world feels quite challenging right now – focusing on our mental health must remain a priority.

10 TIPS FOR DEALING WITH **STRESS**

Be realistic: You may be taking on more responsibility than you can or should handle for yourself or your family. If you feel overwhelmed by how many things are on your schedule, it's ok to say "No" to new activities! You may also decide to stop doing an activity that is not 100% necessary.

No one is perfect: Shed the "superman/superwoman" urge. Don't expect perfection from yourself or others. Ask yourself: What really needs to be done? How much can I do? Don't hesitate to ask for help if you need it.

Meditate: Just 10-20 minutes of quiet reflection may bring relief from chronic stress as well as increase your tolerance to it. Use the time to listen to music, relax, and try to think of pleasant things (or nothing at all).

Visualize: Use your imagination and picture how you can manage a stressful situation more successfully. Whether it's a business presentation or moving to a new place, many people feel visual rehearsals boost self-confidence and help them to take a more positive approach to a different task.

One thing at a time: For people under tension or stress, their day-to-day workload can sometimes seem unbearable. You may feel like you have to multi-task, but that often leads to more stress. Take one task at a time. Make a list of things you need to get done and start with one task. Once you accomplish that task, move on to the next one. The feeling of checking items off a list is very satisfying and can motivate you to keep going.

Exercise: Regular exercise is a popular way to relieve stress. It gives an outlet to the energy your body makes when it is preparing for a "fight or flight" response to stress or danger. Twenty to thirty minutes of physical activity benefits both the body and the mind.

Get a hobby: Take a break from your worries by doing something you enjoy. Whether it's gardening, painting, doing jigsaw puzzles or playing video games, schedule time to indulge your interests. The "zoned out" feeling people get while doing these types of activities is a great way to relax.

Vent: Talking with a friend or family member lets you know that you are not the only one having a bad day, caring for a sick child, or working in a busy office. Try to limit complaining and keep conversations constructive. Ask them how they have dealt with a similar situation that may be "stressing you out." Let them provide love, support, and guidance. Don't try to cope alone.

Be flexible: If you find you're meeting constant opposition in either your personal or professional life, rethink your approach to the issue at hand. Arguing only intensifies stressful feelings. Make allowances for others' opinions and be prepared to compromise. If you are willing to be accommodating, others may meet you halfway. Not only will you reduce your stress, but you may also find better solutions to your problems.

Go easy on criticism: You may expect too much of yourself and others. Try not to hold on to frustration or disappointment when another person does not measure up. The other person may be a coworker, spouse, or child whose behavior you are trying to change or don't agree with. Also remember to be kind to yourself. Negative self-talk doesn't fix problems and will make you feel worse.

I Love the Month of May For So Many Reasons!

May is the beginning of beautiful warm weather and sunshine. We spend more time outdoors and nature is in full bloom all around us. Right around this time, I start walking outside and love observing all the new flowers and foliage.

Many days I choose different walking routes just to see various surroundings. Sometimes I even find new ideas to include in my own garden.

With two of my favorite holidays in the month of May — Mother's Day and Memorial Day — my home is filled with friends and family. As part of our celebration, I love to prepare meals using the freshest seasonal vegetables and fruit.

It's a great time to include asparagus, beets, lettuce and greens, rhubarb, peas, radishes, and strawberries because they are readily available, in season, healthy and taste delicious!

Let's not forget the beautiful presentation they make whether you grill, steam, bake or even toss together for a lovely salad.

I hope you enjoy all that May has to offer...

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.