2018 Certification Table of Contents

Manager Step-by-Step Set Up 1

- Location Set Up
- Begin Certification Set Up
- Start Training
- Monitor your Progress
- Complete Certification Now
- Pizza Rebate Instructions

Employee Step-by-Step 8

More Resources 8

Test and Forms

Certification Test 9

Certification Test Answer Sheet 12

Certified Survey 13

Certification Group Testing Attendance and Reward 14

Pizza Rebate Submission 15

Retailer Get Listed 16

Certified Employee Certificate 17

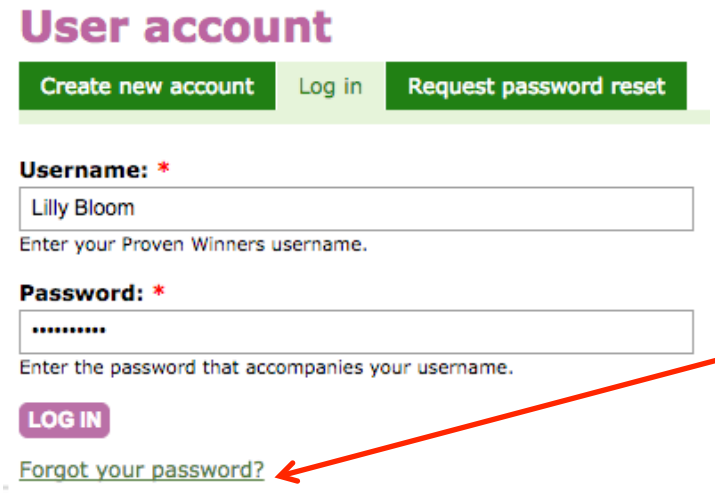
Certified Garden Center Certificate 18

Certified Garden Center Press Release 19

Manager Step-by-Step Set Up

This process will help you log in and set up your retail locations in order to start certification.

1. **LOCATION SET UP**
   Go to www.provenwinners.com and **LOG IN.**

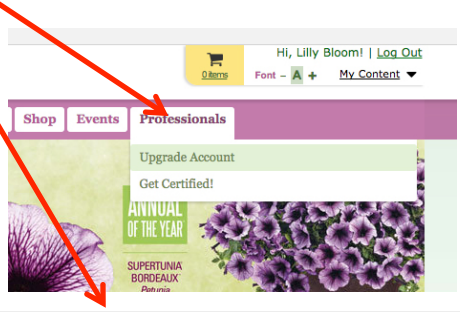


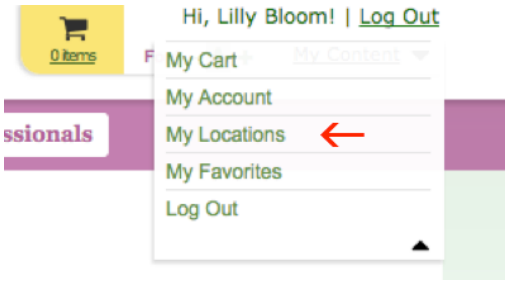
If you forgot your password, click the **Forgot your password?** link at the bottom of the login box and follow the instructions to reset your password.

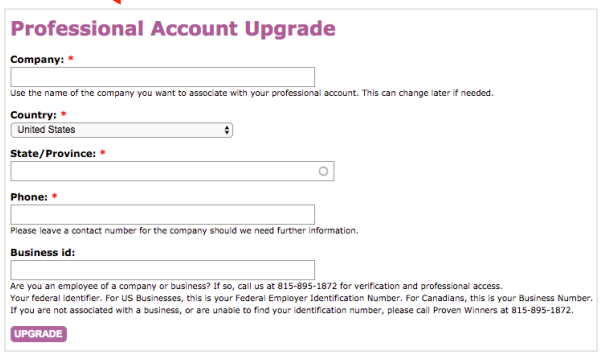
2. Under **MY CONTENT** in the upper right, go to **MY LOCATIONS**.
   NOTE: If you don't see **My Locations** in the dropdown menu, then your account needs to be upgraded to Professional. To upgrade, click **Upgrade Account** under **Professionals** in the main navigation bar of the Proven Winners website, complete the **Professional Account Upgrade** form and click **UPGRADE.**

   In **LOCATIONS** set up your store locations.
   If your locations already exist continue to the next step.

   If not, click on **Create Retailer** and input your location information.

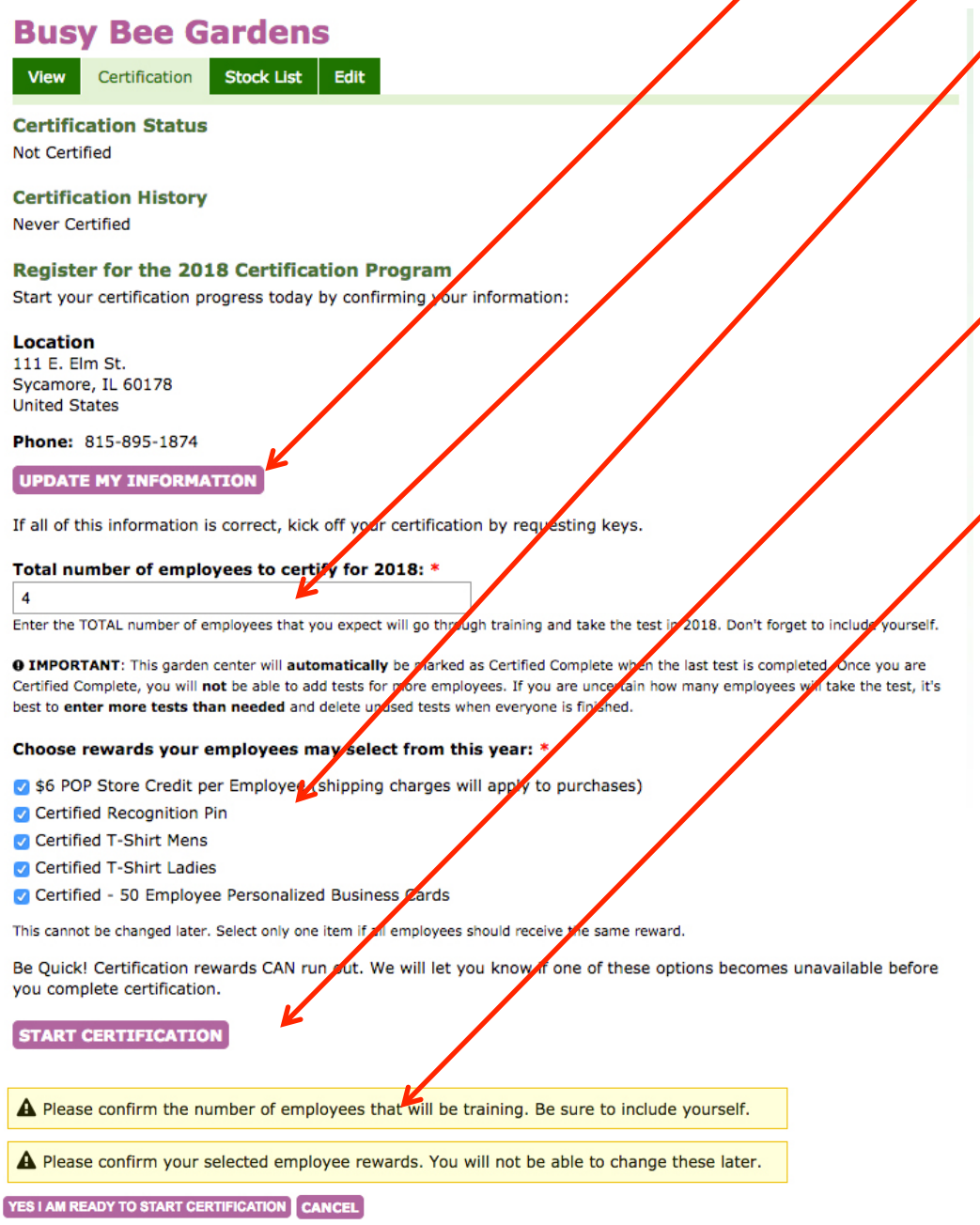






3. **BEGIN CERTIFICATION SET UP**

Once your store location is set up, you will be able to click on **BEGIN CERTIFICATION SET UP**. If you have more than one location, repeat the remaining steps for each location. There are 4 steps to complete in this window.



3 A. Confirm that your location information is correct. IF NOT click **UPDATE MY INFORMATION**.

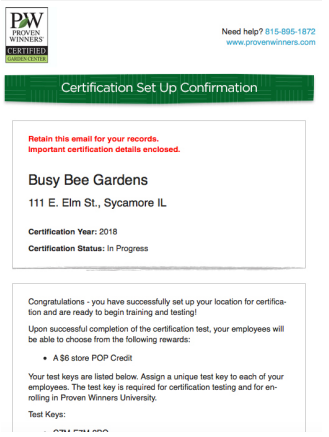
3 B. **Specify the number of employees** to test, including yourself**.**

3 C. **Choose the reward(s)** you'd like to make eligible for your staff to receive upon completion of the Certified program.

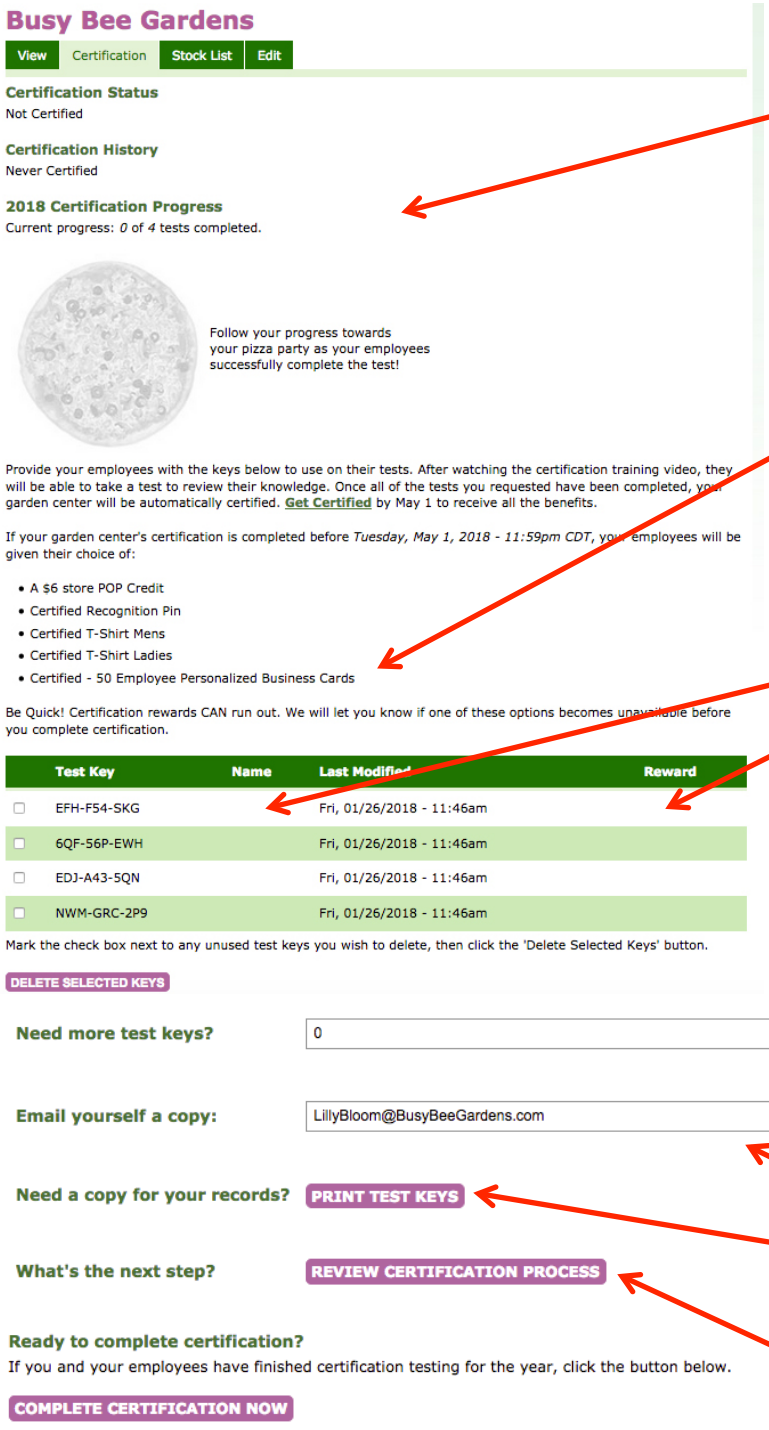
3 D. Click **START CERTIFICATION** to begin certification for this location.

You will be prompted a second time to confirm your selection for this location. If everything is good click **YES, I AM READY TO START CERTIFICATION.**

You will receive a Certification Set Up Confirmations email that contains your testing keys and chosen rewards. Keep this for your records. Contact us if any changes are needed.



4. Certification for this location is now in progress. Take time to familiarize yourself with this page. Refer to your **Certification Set Up Confirmations Email** to assign a different key to each employee and yourself. **Keep a record of which key you have assigned to which person.** When you are ready to begin training, click the REVIEW CERTIFICATION PROCESS button below.



Monitor the overall progress of your location and watch your pizza fill to completion!

These are the rewards that that you chose for your employees to choose from.

Monitor the individual progress of your employees.

When your employees take the online test, they will be required to enter their assigned test key. When they successfully complete the test, the row in this table that is associated with their **Test Key** will be updated with the employee's **Name** and the **Reward** they selected.

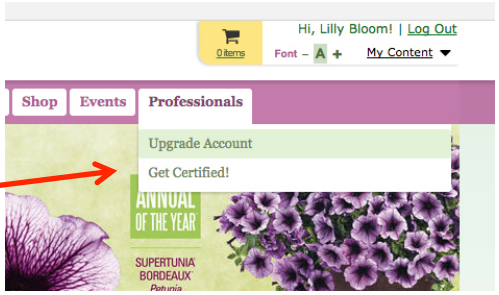
Add more test keys and repeat the process of assigning them to your employees.

Email or print yourself a copy of your location's keys. You can do this at any time to get an updated record of your employee's progress.

Ready to start training and testing? Click **REVIEW CERTIFICATION PROCESS** and follow the steps towards becoming a Certification Garden Center!

5. **START TRAINING**
Now that your location set-up is complete, you are ready to start training and testing!

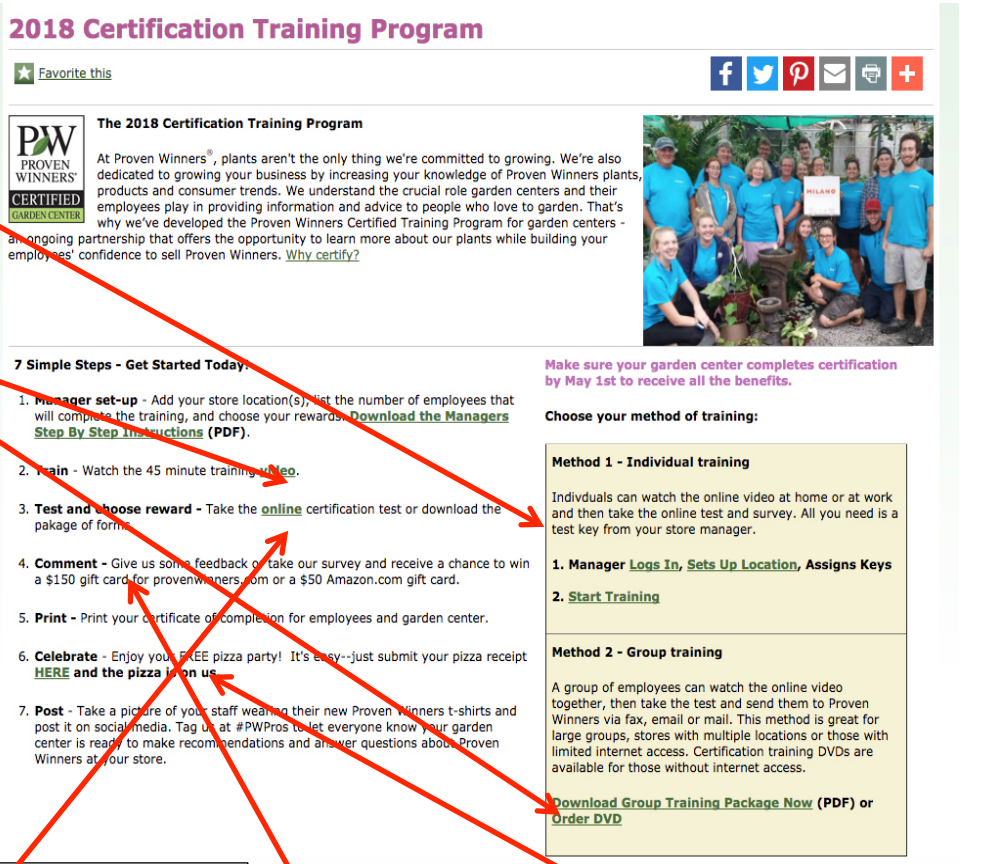
This is the main Certification page. You can get here quickly by clicking **Get Certified!** under **Professionals** in the main navigation bar of the Proven Winners website.

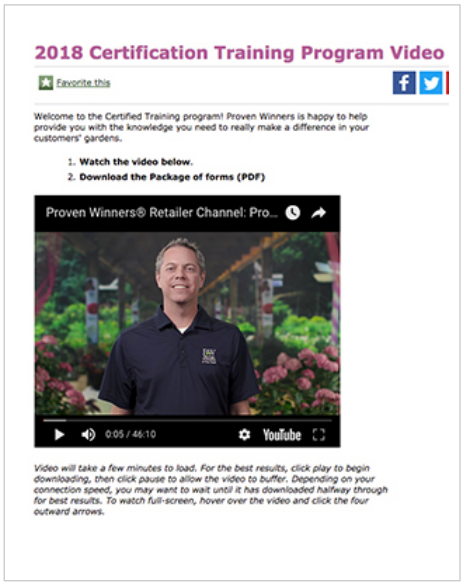


IMPORTANT NOTE: You and your employees do not need to be logged into an account on the Proven Winners website to view this page, the Certification training video or to take the Certification test.

5 A. Chose the method of training that will work best for your location - **Individual** or **Group.**

5 B. View the **Certification Training Program Video**. You can watch it online or order the **DVD**.

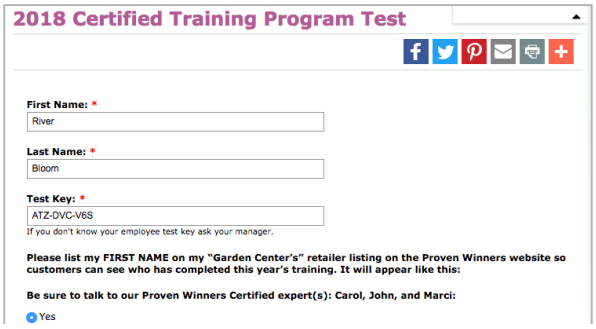


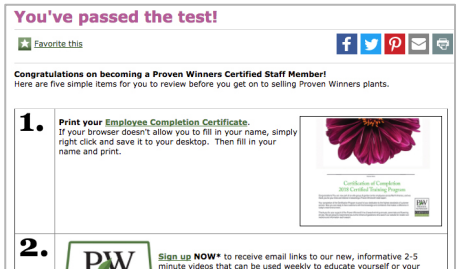


5 C. Take the test & choose your reward. The **Certified Training Program Test** is available online, in the **Downloadable Group Training Package** and on the **DVD**.

5 D. You will know you've successfully completed the online test when you reach the **You've Passed the Test!** page. There your employee will be able to give feedback, sign up for Proven Winners® University, take our survey, print their certificate and much more!

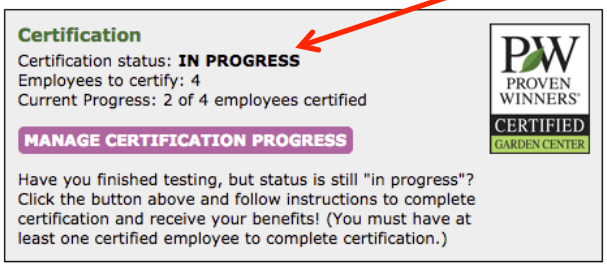
5 E. Celebrate with your certified employees! Submit your pizza receipt with our online rebate form.





6. **MONITOR YOUR PROGRESS**

Monitor your progress by logging in your account and viewing your location. To see more detail click **MANAGE CERTIFICATION PROGRESS**. Once you and your employees have successfully completed the test your location will **automatically be certified**. If you have unused keys and/or employees who didn't successfully complete the test (see example below) your location will not complete automatically.



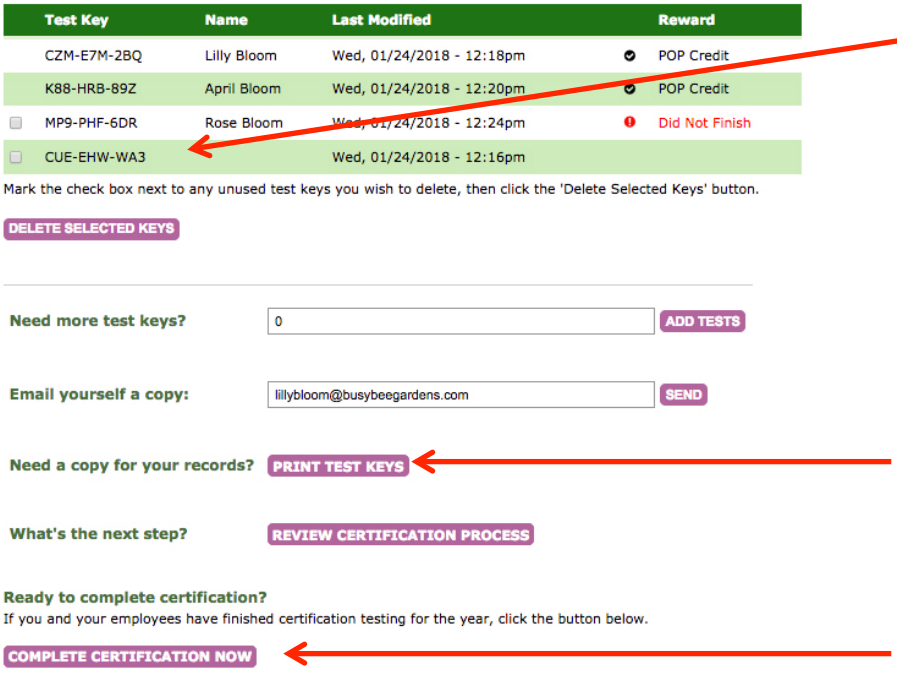
Test Key	Name	Last Modified	Reward
CZM-E7M-2BQ	Lilly Bloom	Wed, 01/24/2018 - 12:18pm	POP Credit
K88-HRB-89Z	April Bloom	Wed, 01/24/2018 - 12:20pm	POP Credit
MP9-PHF-6DR	Rose Bloom	Wed, 01/24/2018 - 12:24pm	Did Not Finish
CUE-EHW-WA3		Wed, 01/24/2018 - 12:16pm	

This red indicator will identify employees that started, but did not successfully complete the test. These employees will not receive rewards if they don't complete the test.

Have this employee retake the test using the same test key. All the questions have to be answered correctly in order to complete. Correct answers can be found at the top after they click submit.

7. **COMPLETE CERTIFICATION**

If there are unused test keys or if an employee does not plan on finishing, it is important to log back into the website and mark your location complete. Go to **MY CONTENT**, in the pull down menu select **MY LOCATIONS** and click **MANAGE CERTIFICATION PROCESS.** Then click **COMPLETE CERTIFICATION NOW**. You will be prompted a second time to confirm your selection for this location. If everything is good click **YES, I WANT TO COMPLETE CERTIFICATION**.



Test Key	Name	Last Modified	Reward
CZM-E7M-2BQ	Lilly Bloom	Wed, 01/24/2018 - 12:18pm	POP Credit
K88-HRB-89Z	April Bloom	Wed, 01/24/2018 - 12:20pm	POP Credit
MP9-PHF-6DR	Rose Bloom	Wed, 01/24/2018 - 12:24pm	Did Not Finish
CUE-EHW-WA3		Wed, 01/24/2018 - 12:16pm	

Mark the check box next to any unused test keys you wish to delete, then click the 'Delete Selected Keys' button.

DELETE SELECTED KEYS

Need more test keys? 0 ADD TESTS

Email yourself a copy: lillybloom@busybeegardens.com SEND

Need a copy for your records? PRINT TEST KEYS

What's the next step? REVIEW CERTIFICATION PROCESS

Ready to complete certification?

If you and your employees have finished certification testing for the year, click the button below.

COMPLETE CERTIFICATION NOW

An unused test key has no Name or Reward displayed. If this key was assigned to someone, have them take the test. They must successfully complete the test to get a reward.

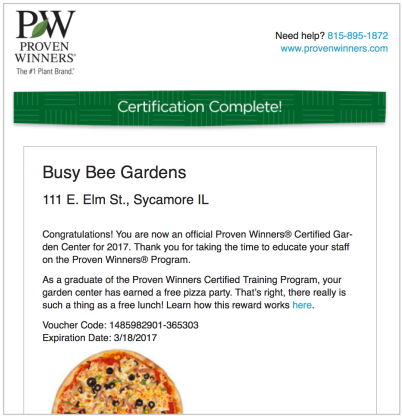
If no one is going to use that test key it can be deleted by checking the box to the left and clicking the **DELETE SELECTED KEYS BUTTON**

Ready to complete certification?
If you and your employees have finished certification testing for the year, click the button below.

⚠ Completing certification is final. Please make sure everyone has completed testing and then click the confirmation button below. **NOTE: Individuals that did not finish the test (❶) will not receive a reward.** Once your location is marked complete, your free reward items will be processed and shipped.

YES I WANT TO COMPLETE CERTIFICATION

8. **Congratulations! Your location has competed Certification!** You will receive a certification complete email that contains information about your reward order and/or POP coupon plus your pizza voucher code.


PROVEN WINNERS
The #1 Plant Brand.
Need help? 815-895-1872
www.provenwinners.com

Certification Complete!

Busy Bee Gardens
111 E. Elm St., Sycamore IL

Congratulations! You are now an official Proven Winners® Certified Garden Center for 2017. Thank you for taking the time to educate your staff on the Proven Winners® Program.

As a graduate of the Proven Winners Certified Training Program, your garden center has earned a free pizza party. That's right, there really is such a thing as a free lunch! Learn how this reward works here.

Voucher Code: 1485982901-365303
Expiration Date: 3/18/2017

Go to **MY CONTENT**, in the pull down menu select **MY LOCATIONS** and click **GET TOOLS AND RESOURCES.**

Certification
Certification status: **COMPLETE**

GET TOOLS AND RESOURCES

Click the button above to get your certificates, press release and to submit your pizza voucher.

PROVEN WINNERS CERTIFIED GARDEN CENTER

Busy Bee Gardens

View | Certification | Stock List | Edit

Certification Status
Certified: Wed, 01/24/2018 - 12:00am

Certification History
2018

Certification Complete!
Congratulations on completing the certification requirements, and thank you for getting involved with Proven Winners® and your customers. We're proud to give your business priority listing among other certified locations in your local area, and you should be proud of your progress. We encourage you to **download the files below**. They are all setup to allow you to advertise your accomplishment in store, and to the press in your area. Just fill in your name, and print. As a Proven Winners® Certified Garden Center you can proudly display the Certified Garden Center logo on your website.

- Garden Center Certificate
- Employee Certification Certificate
- Certification Press Release
- Certified Garden Center Logo

Pizza Rebate
Voucher Code: 1516817679-365303
Expiration: 3/10/2018

SUBMIT PIZZA REBATE FORM

Make sure you congratulate the certified members of your team!

	Test Key	Name	Date	Reward
✔	ATZ-DVC-V6S	River Bloom	Wed, 01/24/2018 - 11:37am	POP Credit
✔	FPH-FBC-W6Y	Rose Bloom	Wed, 01/24/2018 - 12:10pm	POP Credit
✔	WTA-7WV-C4H	Bud Bloom	Wed, 01/24/2018 - 12:07pm	POP Credit
✔	ZWN-RKW-FEP	Reed Bloom	Wed, 01/24/2018 - 12:09pm	POP Credit

Congratulations again,
Marshall Dirks

Print out your **Garden Center Certificate** and **Press Release** to send to your local media outlets. Your employee will have the ability to print their own **Employee Certification Certificate** to recognize their individual accomplishments, but it is also here in case you need it. The **Proven Winners Certified Garden Center Logo** can be added to your web site or other marketing materials.

Have your free pizza party. Click **SUBMIT PIZZA REBATE FORM** to submit your receipt to Proven Winners for reimbursement.

9. **PIZZA REBATE INSTRUCTIONS**
The pizza rebate form will pre-populate with all your information including your voucher code. You can also find your voucher code in the Certification Complete email we've sent to the manager congratulating your team on completing certification. Fill out the rest of the pizza rebate form and click **SUBMIT**.

Voucher Code: *
1485982901-365303

✔ Your reimbursement check will be issued to:
Busy Bee Gardens
111 E. Elm St.
Sycamore, IL 60178
United States

Receipt: *
Choose File pizza_party_receipt.jpg
Upload a photo or scanned copy (gif, jpg, png or pdf) of your pizza party receipt. If your receipt includes non-reimbursable items (as defined above), please note on the receipt copy or in the Comments section below.

Requested Amount: *
$ 12.00
The cost of the pizza and its applicable taxes for all of your 2017 certified employees.

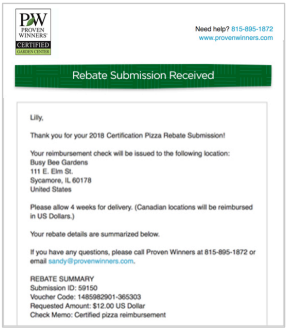
Currency: *
US Dollar
Canadian Dollar

Memo:
Certified pizza reimbursement
This will be printed in the check memo area. (Optional)

Photo:
Choose File pizza_party_photo.jpg
Upload a photo from your pizza party.

Comments:
Thank you! Great training!
If your receipt includes non-reimbursable items (as defined above), please note those details here or on the copy of the receipt.

SUBMIT


Need help? 815-895-1872
www.provenwinners.com

Rebate Submission Received

Lilly,

Thank you for your 2018 Certification Pizza Rebate Submission!

Your reimbursement check will be issued to the following location:
Busy Bee Gardens
111 E. Elm St.
Sycamore, IL 60178
United States

Please allow 4 weeks for delivery. (Canadian locations will be reimbursed in US Dollars.)

Your rebate details are summarized below.

If you have any questions, please call Proven Winners at 815-895-1872 or email sandy@provenwinners.com.

REBATE SUMMARY
Submission ID: 59150
Voucher Code: 1485982901-365303
Requested Amount: $12.00 US Dollar
Check Memo: Certified pizza reimbursement

10. You will receive a **Rebate Submission Received Email** that contains information summarizing your rebate details. Allow 4 weeks for delivery of your reimbursement check.

To check your reimbursement status, log into your account, go to **MY CONTENT**, in the pull down menu select **MY LOCATIONS** and click **GET TOOLS AND RESOURCES.**

Pizza Rebate
Voucher Code: 1485982901-365303
Submitted: 2/1/2018
Reimbursed:

The Pizza Rebate status will also be updated when the reimbursement check has been issued.

Pizza Rebate
Voucher Code: 1485982901-365303
Submitted: 2/1/2018
Reimbursed: $12.00 on 2/23/2018

11. **Post on Social Media** –Share your Success - If your staff selected our T-shirts, we'd encourage you to take a picture and post it on your social media account. Use the hashtag **#PWPros** to let everyone know your garden center is ready to help them with Proven Winners plants this spring!

Employee Training Test Key:_____

1. **Watch video** (www.provenwinners.com/training)

2. **Take the test and choose your reward** (www.provenwinners.com/2018_certification_test) The test can be taken online or your manager may give you a printed copy to complete.

3. After completing the test, you will have a few options**:**

    a. **Print** out your employee certificate of completion

    b. **Feedback** (www.provenwinners.com/feedback) – Have a quick comment about the certified training program? Just click the **feedback** link in the left sidebar of our website and let us know what you think. If you are completing certification offline email sandy@provenwinners.com with any comments.

    c. **Survey** (http://connect.provenwinners.com/certifiedsurvey)Take our survey for a chance to win a $150 gift certificate to provenwinners.com or a $50 Amazon.com Gift Card. A printed survey is included in the PDF package of forms for those who are completing certification offline.

    d. **Sign up** (www.provenwinners.com/certification/pwu/signup) to receive email links to view the NEW Proven Winners University videos. **EXCLUSIVE TO 2018 CERTIFIED EMPLOYEES ONLY NOTE: You will need to have your certification test key to sign up.**

    e. **Sign up** to receive our Retail Newsletter (www.provenwinners.com/professionals/newsletters)

Need More Information?

- **Questions Regarding Certification:**
  Sandy Wentworth Sandy@provenwinners.com 815-895-1872

- **Looking for help with Social Media?**
  Jessica DeGraaf Jessica@provenwinners.com 616-706-7970

- **Want to use our Garden Answer videos in your store or in your social media?**
  Jeanine Standard Jeanine@provenwinners.com 309-824-2561

- **Looking for additional videos on Proven Winners products?**
  Annuals – https://youtu.be/zdkfxOe6RbA
  Shrubs - "30 second with…" 62+ varieties covered – www.provenwinners.com/30_sec_shrub_videos
  See all our retailer videos – https://www.youtube.com/user/provenwinnersretail

- **Find new plants for 2018:**
  https://www.provenwinners.com/plants/search/year/2018

- **Check out our newest website dedicated to the National Plant of the Year Program:** www.nationalplantoftheyear.com

- **Gardener's Idea Book Co-Op -** www.provenwinners.com/gib-co-op
  Learn how your garden center can take advantage of this unique co-branding opportunity.
  We pay for the books; you just pay the postage.

- **Pandora Radio Campaign-** www.provenwinners.com/Pandora
  For just 1.4¢ per impression, you can target local garden enthusiasts, specific demographics, and drive listeners to your website.

- **Proven Winners University** - www.provenwinners.com/University
  View 2-5 minute videos on popular topics. Use as additional staff training or share them with your customers.
  EXCLUSIVE TO 2018 CERTIFIED EMPLOYEES ONLY

2018 Certified Test

1) Proven Winners is what type of company?
   a) Family owned
   b) Large corporation
   c) Foreign owned
   d) Cooperative

2) What are two of Proven Winners' guiding principles?
   a) Supporting the brand with branded containers for consumer recognition
   b) Selecting plants that deliver unmatched garden performance
   c) Conducting innovative consumer marketing campaigns

3) About how many new plants does Proven Winners bring to market each year?
   a) Less than 100
   b) More than 200, but less than 300
   c) Over 300

4) What percent of Proven Winners' customers are family owned businesses?
   a) 25%
   b) 40%
   c) 80%
   d) 95%

5) What is the 2018 Proven Winners Annual of the Year?
   a) Supertunia Vista® Bubblegum® *Petunia*
   b) Supertunia® Bordeaux™ *Petunia*
   c) Superbells® Lemon Slice® *Calibrachoa*
   d) Superbena® Royale Chambray *Verbena*

6) What is the 2018 Proven Winners Perennial of the Year?
   a) Shadowland® 'Autumn Frost' *Hosta*
   b) Primo™ 'Wild Rose' *Heuchera*
   c) Primo™ 'Black Pearl' *Heuchera*
   d) 'Bottle Rocket' *Ligularia*

7) What is the 2018 Proven Winners Landscape Plant of the Year?
   a) Fire Light® *Hydrangea*
   b) At Last® *Rosa*
   c) Czechmark Twopink™ *Weigela*
   d) Spilled Wine® *Weigela*

8) What are the three Proven Winners National Recipes for 2018?
   a) Summerfest
   b) Above & Beyond
   c) Lilac Festival
   d) Hocus Pocus
   e) Enchanted Garden

9) Which Superbells® *Calibrachoa* was first introduced in Canada and now is available in the USA?
   a) Star types
   b) Double types

c) Punch types
d) Windmill types

10) Select the new varieties that can be recommended as heat tolerant.
a) Lady Godiva™ Orange *Calendula*
b) Dahlightful® Tupelo Honey and Crushed Crimson *Dahlia*
c) Luscious® Royale Cosmo *Lantana*
d) Fairy Dust™ Pink *Cuphea*
e) All of the above

11) Which new heat and drought tolerant variety will mix well in recipes and provides the same airy look as Diamond Frost® *Euphorbia*?
a) 'Chantilly Lace' *Aruncus*
b) Fairy Dust™ Pink *Cuphea*
c) Karalee® Petite Pink *Gaura*

12) Which variety is an improvement over the popular 'Amistad' *Salvia*?
a) Color Spires® 'Indigo Girl' *Salvia*
b) Violet Profusion *Salvia*
c) Rockin'™ Deep Purple *Salvia*
d) Black & Blue *Salvia*

13) Hippo™ *Hypoestes* and Endless™ *Browallia* are ideal for full shade conditions.
a) True
b) False

14) Supertunia Vista® *Petunia* varieties are equally great performers in containers and the landscape.
a) True
b) False

15) All of the varieties listed below perform well when planted in the ground except:
a) Supertunia Vista® *Petunia*
b) Toucan® *Canna*
c) Lemon Coral® *Sedum*
d) Superbells® *Calibrachoa*
e) Vermillionaire® *Cuphea*
f) Diamond Frost® and Diamond Delight® *Euphorbia*

16) Select all of the North American native perennial cultivars.
a) Decadence® Deluxe 'Pink Lemonade *Baptisia*
b) 'Midnight Masquerade' *Penstemon*
c) Lakota™ Santa Fe *Echinacea*
d) Rainbow Rhythm™ 'Storm Shelter' *Hemerocallis*

17) Select all of the traits that describe Primo™ *Heuchera* cultivars
a) Large vigorous habit
b) Great landscape performance
c) Dull colored leaves
d) Increased heat and humidity tolerance

18) Which two perennials could be recommended for the shade?
   a) Rock 'N Grow® 'Popstar' *Sedum*
   b) 'Chantilly Lace' *Aruncus*
   c) Rainbow Rhythm® 'Orange Smoothie' *Hemerocallis*
   d) Shadowland® 'Waterslide' *Hosta*

19) The Show-Off *Hydrangea* ad featuring a peacock is advertising which variety?
   a) Limelight® *Hydrangea*
   b) Bobo® *Hydrangea*
   c) Fire Light® *Hydrangea*
   d) Invincibelle® Spirit *Hydrangea*

20) The reblooming lilac, Bloomerang® *Syringa* is also one of the most reliably deer resistant plants.
   a) True
   b) False

21) Which of these are attributes of Lo & Behold® *Buddleia* (butterfly bush)?
   a) Dwarf
   b) Non-invasive
   c) Long blooming
   d) Prefers full sun
   e) Prefers well drained soil
   f) All of the above

22) At Last® *Rosa* is a fragrant rose that blooms all season without deadheading and is disease resistant.
   a) True
   b) False

23) Oso Easy® *Roses* are a great series to recommend to your customers because they provide which of the following traits:
   a) Bloom constantly without deadheading
   b) No need to be sprayed
   c) No pruning required
   d) Very cold hardy
   e) Heat tolerant
   f) All the above

24) Proven Winners charges for the use of its social media graphics.
   a) True
   b) False

2018 Certified Training Program Answer Sheet

Fax to: 815-895-1873 or Email: to Sandy@provenwinners.com (Complete by May 1, 2018 to receive rewards.)

Employee Name: _____ Email (needed for 50 business cards reward): _____

Company Name: _____ Company Address: _____

City: _____State/Province: _____ Zip/Postal Code: _____ Phone: _____

Employee _____of _____ registered employees (i.e. Employee 1 of 3 registered employees)

1. a. ☐ b. ☐ c. ☐ d. ☐
2. a. ☐ b. ☐ c. ☐
3. a. ☐ b. ☐ c. ☐
4. a. ☐ b. ☐ c. ☐ d. ☐
5. a. ☐ b. ☐ c. ☐ d. ☐
6. a. ☐ b. ☐ c. ☐ d. ☐
7. a. ☐ b. ☐ c. ☐ d. ☐
8. a. ☐ b. ☐ c. ☐ d. ☐ e. ☐
9. a. ☐ b. ☐ c. ☐ d. ☐
10. a. ☐ b. ☐ c. ☐ d. ☐ e. ☐
11. a. ☐ b. ☐ c. ☐
12. a. ☐ b. ☐ c. ☐ d. ☐
13. a. ☐ b. ☐
14. a. ☐ b. ☐
15. a. ☐ b. ☐ c. ☐ d. ☐ e. ☐ f. ☐
16. a. ☐ b. ☐ c. ☐ d. ☐
17. a. ☐ b. ☐ c. ☐ d. ☐
18. a. ☐ b. ☐ c. ☐ d. ☐
19. a. ☐ b. ☐ c. ☐ d. ☐
20. a. ☐ b. ☐
21. a. ☐ b. ☐ c. ☐ d. ☐ e. ☐ f. ☐
22. a. ☐ b. ☐
23. a. ☐ b. ☐ c. ☐ d. ☐ e. ☐ f. ☐
24. a. ☐ b. ☐

Thank you for participating in the 2018 Certified Training Program. Best of luck to you this year! Your manager may have pre-selected an item below for all the garden center employees to receive. Please check with your manager before selecting an item.

Select one:

- ☐ Ladies S t-shirt
- ☐ Ladies M t-shirt
- ☐ Ladies L t-shirt
- ☐ Ladies XL t-shirt
- ☐ Ladies 2XL t-shirt
- ☐ Men's S t-shirt
- ☐ Men's M t-shirt
- ☐ Men's L t-shirt
- ☐ Men's XL t-shirt
- ☐ Men's 2XL t-shirt
- ☐ Certified pin
- ☐ 50 Business cards
- ☐ $6 POP credit

If you would prefer to mail your completed tests, send them to:
Proven Winners
Sandy Wentworth
111 E. Elm St. Suite D
Sycamore, IL 60178

2018 Certified Survey

1. Would you recommend this training program to a co-worker?
   - ◯ Yes
   - ◯ No

2. What sections of the training program did you find helpful? (Check all that apply.)
   - ☐ Annual variety information
   - ☐ Perennial variety information
   - ☐ Shrub variety information
   - ☐ Marketing and merchandising tips
   - ☐ I did not find any useful

3. What best describes the video's overall length?
   - ◯ Too short
   - ◯ Just right
   - ◯ Too long

4. The content that was delivered matched my expectations?
   - ◯ Strongly Agree
   - ◯ Agree
   - ◯ Neutral
   - ◯ Disagree
   - ◯ Strongly Disagree

5. Was there any information you felt was missing from the video or should be excluded next year?
   - ◯ Yes
   - ◯ No

   If yes, what was missing or should be excluded?

6. Which benefits do you appreciate the most? (Select all that apply.)
   - ☐ Upgraded retail listing position
   - ☐ Ability to add your garden center logo to your retail listing on provenwinners.com
   - ☐ Education regarding Proven Winners marketing plans
   - ☐ Free promotional item (POP credit, t-shirt, business cards, recognition pin)
   - ☐ Pizza Party
   - ☐ Access to Exclusive video content through Proven Winners University
   - ☐ Ability to get free Gardener's Idea books and a poster for each garden center location that certifies at least 10 employees
   - ☐ All of the above

7. What other benefits would you like to see?

8. Is this the first time you've completed this training?
   - ◯ Yes
   - ◯ No

9. Where did you complete the training?
   - ◯ At home
   - ◯ At work
   - ◯ Other

10. Did you train as a group this year?
    - ◯ Yes
    - ◯ No

11. Do you have any suggestions for additional topics we can create short videos for in our new Proven Winners University program?

We currently cover these items:
- Container Gardening Tips
- Pollinators
- Proven Winners Marketing
- Consumer Success - Selling Tips
- Local Garden Conditions
- Garden Pests
- Regional Varieties
- How to Build a Display
- Fertilizer for Shrubs
- Fragrant Perennials
- Iconic Annuals
- Overwintering Perennials
- Cut Flowers
- New Shrub Varieties
- Store Within a Store Destination
- Gardener's Idea Book
- Store Within a Store-Step by Step
- Supertunia® Differences
- Pink Day Overview
- Fertilizer for Perennials
- Crown Bees
- Working with Superbells®
- Landscape of the Year
- Hydrangea Fixes

12. My employment status is:
    - ◯ Full-time
    - ◯ Part-time
    - ◯ Seasonal
    - ◯ Other

13. If your name is chosen in one of our monthly drawings, which gift would you like to receive?
    - ◯ Gift certificate for Proven Winners store
    - ◯ $50 Amazon.com gift card (Canadian residents will receive a Amazon.ca card)

First Name: _____

Last Name: _____

Garden Center: _____

Email: _____

Phone: _____

2018 Group Certification

Thank you for participating in the 2018 Retailer Certification Program. Best of luck to you this year!
Fax to: 815-895-1873 or Email to Sandy@provenwinners.com (Complete by May 1, 2018 to receive rewards.)

Company Name: _____

Main Address: _____ City: _____

State/Province: _____ Zip/Postal Code: _____ Phone: _____

Choose 1 group reward for all employees to receive:
A. ❍ T-shirt (indicate size below Ladies-L and Mens-M sizes)
B. ❍ Certified pin
C. ❍ $6 POP credit
D. ❍ Business Card (Includes employee name with the above company information).
E. ❍ Let employee choose their own reward below

Please write your name clearly and include your email address if you would like to receive our **Retail Newsletter** (RNL) or **Proven Winners University** (PWU) Video Links for further education on hot topics. If you want your first name included on the your garden center listing on our website as a **Certified Professional Employee** (CPE). Indicate store location below if different than above.

Employee Name: _____ Location: _____ Email: _____ ❍-RNL ❍-PWU ❍-CPE
A. T-shirt sizes: ❍ L-SM ❍ L-MD ❍ L-LG ❍ L-XL ❍ L-2XL ❍ M-SM ❍ M-MD ❍ M-LG ❍ M-XL ❍ M-2XL **B.** ❍ Certified pin **C.** ❍ $6 POP credit **D.** ❍ Business Card

Employee Name: _____ Location: _____ Email: _____ ❍-RNL ❍-PWU ❍-CPE
A. T-shirt sizes: ❍ L-SM ❍ L-MD ❍ L-LG ❍ L-XL ❍ L-2XL ❍ M-SM ❍ M-MD ❍ M-LG ❍ M-XL ❍ M-2XL **B.** ❍ Certified pin **C.** ❍ $6 POP credit **D.** ❍ Business Card

Employee Name: _____ Location: _____ Email: _____ ❍-RNL ❍-PWU ❍-CPE
A. T-shirt sizes: ❍ L-SM ❍ L-MD ❍ L-LG ❍ L-XL ❍ L-2XL ❍ M-SM ❍ M-MD ❍ M-LG ❍ M-XL ❍ M-2XL **B.** ❍ Certified pin **C.** ❍ $6 POP credit **D.** ❍ Business Card

Employee Name: _____ Location: _____ Email: _____ ❍-RNL ❍-PWU ❍-CPE
A. T-shirt sizes: ❍ L-SM ❍ L-MD ❍ L-LG ❍ L-XL ❍ L-2XL ❍ M-SM ❍ M-MD ❍ M-LG ❍ M-XL ❍ M-2XL **B.** ❍ Certified pin **C.** ❍ $6 POP credit **D.** ❍ Business Card

Employee Name: _____ Location: _____ Email: _____ ❍-RNL ❍-PWU ❍-CPE
A. T-shirt sizes: ❍ L-SM ❍ L-MD ❍ L-LG ❍ L-XL ❍ L-2XL ❍ M-SM ❍ M-MD ❍ M-LG ❍ M-XL ❍ M-2XL **B.** ❍ Certified pin **C.** ❍ $6 POP credit **D.** ❍ Business Card

Employee Name: _____ Location: _____ Email: _____ ❍-RNL ❍-PWU ❍-CPE
A. T-shirt sizes: ❍ L-SM ❍ L-MD ❍ L-LG ❍ L-XL ❍ L-2XL ❍ M-SM ❍ M-MD ❍ M-LG ❍ M-XL ❍ M-2XL **B.** ❍ Certified pin **C.** ❍ $6 POP credit **D.** ❍ Business Card

Employee Name: _____ Location: _____ Email: _____ ❍-RNL ❍-PWU ❍-CPE
A. T-shirt sizes: ❍ L-SM ❍ L-MD ❍ L-LG ❍ L-XL ❍ L-2XL ❍ M-SM ❍ M-MD ❍ M-LG ❍ M-XL ❍ M-2XL **B.** ❍ Certified pin **C.** ❍ $6 POP credit **D.** ❍ Business Card

Employee Name: _____ Location: _____ Email: _____ ❍-RNL ❍-PWU ❍-CPE
A. T-shirt sizes: ❍ L-SM ❍ L-MD ❍ L-LG ❍ L-XL ❍ L-2XL ❍ M-SM ❍ M-MD ❍ M-LG ❍ M-XL ❍ M-2XL **B.** ❍ Certified pin **C.** ❍ $6 POP credit **D.** ❍ Business Card

Employee Name: _____ Location: _____ Email: _____ ❍-RNL ❍-PWU ❍-CPE
A. T-shirt sizes: ❍ L-SM ❍ L-MD ❍ L-LG ❍ L-XL ❍ L-2XL ❍ M-SM ❍ M-MD ❍ M-LG ❍ M-XL ❍ M-2XL **B.** ❍ Certified pin **C.** ❍ $6 POP credit **D.** ❍ Business Card

Employee Name: _____ Location: _____ Email: _____ ❍-RNL ❍-PWU ❍-CPE
A. T-shirt sizes: ❍ L-SM ❍ L-MD ❍ L-LG ❍ L-XL ❍ L-2XL ❍ M-SM ❍ M-MD ❍ M-LG ❍ M-XL ❍ M-2XL **B.** ❍ Certified pin **C.** ❍ $6 POP credit **D.** ❍ Business Card

Employee Name: _____ Location: _____ Email: _____ ❍-RNL ❍-PWU ❍-CPE
A. T-shirt sizes: ❍ L-SM ❍ L-MD ❍ L-LG ❍ L-XL ❍ L-2XL ❍ M-SM ❍ M-MD ❍ M-LG ❍ M-XL ❍ M-2XL **B.** ❍ Certified pin **C.** ❍ $6 POP credit **D.** ❍ Business Card

Employee Name: _____ Location: _____ Email: _____ ❍-RNL ❍-PWU ❍-CPE
A. T-shirt sizes: ❍ L-SM ❍ L-MD ❍ L-LG ❍ L-XL ❍ L-2XL ❍ M-SM ❍ M-MD ❍ M-LG ❍ M-XL ❍ M-2XL **B.** ❍ Certified pin **C.** ❍ $6 POP credit **D.** ❍ Business Card

Employee Name: _____ Location: _____ Email: _____ ❍-RNL ❍-PWU ❍-CPE
A. T-shirt sizes: ❍ L-SM ❍ L-MD ❍ L-LG ❍ L-XL ❍ L-2XL ❍ M-SM ❍ M-MD ❍ M-LG ❍ M-XL ❍ M-2XL **B.** ❍ Certified pin **C.** ❍ $6 POP credit **D.** ❍ Business Card

Employee Name: _____ Location: _____ Email: _____ ❍-RNL ❍-PWU ❍-CPE
A. T-shirt sizes: ❍ L-SM ❍ L-MD ❍ L-LG ❍ L-XL ❍ L-2XL ❍ M-SM ❍ M-MD ❍ M-LG ❍ M-XL ❍ M-2XL **B.** ❍ Certified pin **C.** ❍ $6 POP credit **D.** ❍ Business Card

CONGRATULATIONS, **LUNCH IS ON US!**

We are so proud of you and your employees for completing our retailer certification program that we would like to help you celebrate with a free pizza party. We've made it easy for you to submit your receipt for reimbursement by completing this form.

Here's how it works:

1. Celebrate with your newly certified staff by hosting a free pizza party. **(Send a photo to Sandy.)**
2. Complete and email/fax this rebate form to Proven Winners or submit online at **www.provenwinners.com/pizza-rebate**.
3. Receive your reimbursement check. Please allow 4 weeks for delivery. (Canadian locations will be reimbursed in US Dollars.)
4. Got questions? Contact Sandy at: **sandy@provenwinners.com** or **815-895-1872**.

The details...

- Everyone loves instant gratification. Host your pizza party now and submit your form for reimbursement before your **voucher code expires 45 days after your certification date**. You'll find your voucher code in the Certification Complete email we've sent to your manager congratulating you on completing your certification.
- We will be happy to reimburse the cost of the pizza and its applicable taxes for all of your 2018 certified employees. We trust that you'll choose your favorite local pizzeria and not fly in special Chicago style deep dish straight from the Windy City.
- We will not cover the cost of drinks, other food you order to accompany your pizza, or non-certified employees.
- Who's the boss? **Only the garden center manager assigned to the garden center location on provenwinners.com can submit** a receipt (original, copy or photo required) for reimbursement. The check will be issued to the garden center's business name.
- Please submit the voucher code we've sent you for your certified location. **Only your location's particular code will be accepted for your reimbursement and you can only use the code once**. (If you do not have a voucher code, please contact Sandy.)
- If your business has multiple retail locations that have become certified, each individual location will receive their own voucher code and a separate reimbursement form must be submitted for each.

Voucher Code: _____ Requested Amount: $_____ Currency: ◯ US Dollar ◯ Canadian Dollar Receipt Attached: ☐ Yes

Memo: _____ 2018 Certification Complete Date: _____ Number of 2018 Certified Employees: _____
(optional note for check memo area)

Garden Center Name: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: ◯ US ◯ Canada

Garden Center Manager Name: _____ Phone: _____

Email: _____ Manager Signature: _____ Date: _____

Submit within 45 days after completing certification by email: **sandy@provenwinners.com** or by fax: **815-895-1873**.

PROVEN WINNERS®
Nothing Sells Faster®

Get Listed as a Retailer

Please fax this form to 815-895-1873. You can also complete the form online at www.provenwinners.com. Questions? Call 815-895-1872

☐ We have registered in the past. Please update our record and the number of employees we want to certify.

First Name _____ Last Name _____

Title _____ Company _____

Store Location Address _____ Address 2 _____

City _____ State/Province _____ Zip/Postal Code _____

Shipping/Mailing Address _____ Address 2 _____
(☐ same as address above)

City _____ State/Province _____ Zip/Postal Code _____

Phone Number _____ Alternate Phone Number _____ Fax Number _____

Company Email _____ Company Website_____
(This is your company's email address for responding to consumer's questions)

Even if you currently do not use the site, please provide your user name and password to gain future access to www.provenwinners.com.

User name _____ Password _____
Password should be 6-20 characters, letters and numbers only. No spaces please. Your user name and password ARE case sensitive. Keep this information for your records.

Email address _____ for Retail account and for Proven Winners Professional communications

---

Would you like to be listed on www.provenwinners.com as a **retailer** of Proven Winners products? ☐ Yes ☐ No

Which Proven Winners plant products do you carry?

- ☐ Proven Winners
- ☐ Proven Selections
- ☐ Proven Winners Perennials
- ☐ Proven Winners ColorChoice Flowering Shrubs

Which Proven Winners products do you use or carry?

- ☐ Proven Winners and/or Proven Selections branded logo pots
- ☐ Proven Winners Premium Potting Soil
- ☐ Proven Winners Premium Time Release Plant Food
- ☐ Proven Winners Premium Soluble Plant Food
- ☐ Proven Winners WaterWise® Kits

Garden Center Certification Training Program is a free program that consists of watching an online video or DVD and taking a test. In the program you will learn about the new and hot plants and what is available to help you sell Proven Winners plants.

- ☐ Number of employees you want to certify, including yourself.
- ☐ Total number of employees in company.

Please select the electronic communications you would like to receive:

- ☐ Monthly Retailers Newsletter
- ☐ Winners Circle Newsletter (Home Gardener)
- ☐ Proven Beauty – www.beauty.provenwinners.com
  Add this link to your website and share inspiration with your customers
- ☐ Monthly News for Growers Newsletter

Would you like to receive a Proven Winners catalog and information on other Proven Winners Programs? ☐ Yes ☐ No

Will you be creating a Proven Winners Destination this year using Proven Winners for POP? ☐ Yes ☐ No

Which months is your garden center open?

☐ January	☐ May	☐ September
☐ February	☐ June	☐ October
☐ March	☐ July	☐ November
☐ April	☐ August	☐ December

Which months do you generally carry Proven Winners products?

☐ January	☐ May	☐ September
☐ February	☐ June	☐ October
☐ March	☐ July	☐ November
☐ April	☐ August	☐ December

Employee Name

Certification of Completion
2018 Certified Training Program

Congratulations! You are now part of an elite group of garden center employees across North America, and we thank you for your time and interest in becoming a Proven Winners® retail expert.

Your completion of the Certification Program is proof of your dedication to the highest standards of customer service. Now you are ready to face customers with the knowledge and confidence that makes a difference in today's retail environment.

Thank you for your support of the Proven Winners® line of award-winning annuals, perennials and flowering shrubs. We are proud to recommend you to the millions of gardeners who search our website for retailer connections and information each season.

PW
PROVEN WINNERS®
CERTIFIED
GARDEN CENTER

PROVEN WINNERS®
CERTIFIED
GARDEN CENTER

2018 Certified Garden Center

Garden Center Name

Proven Winners® wants to thank you and your employees for taking the time during this busy season to learn more about our plants, products, and programs. Your completion of the Certification Program is proof of your company's dedication to the highest standards of customer service.

Each year, more than 3,000,000 people visit the Proven Winners website in search of Proven Winners plants and products. As a Certified Proven Winners Garden Center, you will automatically be given priority listing on provenwinners.com in your local area. We are proud to recommend your business and grateful for your support of the Proven Winners brand.

Thanks again, and have a great season.

Jessica

Jessica DeGraaf
Retail Account Manager

Meghan

Meghan Owens
Retail Account Manager

News Release
FOR IMMEDIATE RELEASE
Spring 2018
Contact: Jeanine Standard
(309) 664-5700
Jeanine@provenwinners.com

Proven Winners® Certified Training Program

_____ (garden center name) is proud to announce that we have been named a 2018 Proven Winners Certified Garden Center. This high level distinction signifies that our employees have completed a comprehensive training course to develop the expertise in assisting our customers in choosing and growing Proven Winners plants successfully. Our customers can count on us to have reliable advice about Proven Winners annuals, perennials, and flowering shrubs including the newest introductions for 2018.

According to Marshall Dirks, Director of Marketing for Proven Winners, "A knowledgeable sales staff increases the chances consumers have for success with their plant purchases. Proven Winners is committed to making sure that employees have the resources necessary to stay informed."

We look forward to your visit to our certified garden center where we are ready to assist you in choosing new Proven Winners plants to make your garden even more beautiful this year.

About Proven Winners:
Proven Winners is an international marketing cooperative comprised of some of the world's best plant propagators. As a group, they are dedicated to developing new plants that will perform well for both the grower and consumer. Proven Winners plants are found at more than 8,000 retailers nationwide. For more information about Proven Winners, visit www.provenwinners.com.