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: _____