Employee Training

Test Key:

Watch video (www.provenwinners.com/training)

Take the test your manager will give you a printed copy to complete or you can take it online.

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

Print out your employee certificate of completion

Feedback (<u>www.provenwinners.com/feedback</u>) – 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 <u>sandy@provenwinners.com</u> with any comments.

Sign up (www.provenwinners.com/certification/pwu/signup) to receive email links to view the NEW Proven Winners University videos. **EXCLUSIVE TO 2021 CERTIFIED EMPLOYEES ONLY NOTE:** You will need to have your certification test key to sign up.

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

Questions Regarding CONNECT+:

Kara Bartmess <u>connectplus@provenwinners.com</u> 815-895-0104

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?

See all our retailer videos – https://www.youtube.com/user/provenwinnersretail

Find new plants for 2021:

https://www.provenwinners.com/plants/search/year/2021

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

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 2021 CERTIFIED EMPLOYEES ONLY

2021 Proven Winners® Certified Garden Center Test

- 1. What criteria make Proven Winners plants so special?
 - a. They are easy to grow and care for
 - b. They are healthy and have vigorous growth characteristics
 - c. They are trialed and tested to thrive in the garden
 - d. They have a long season of bloom
 - e. All of the above
- 2. What is the 2021 Annual of the Year™?
 - a. Supertunia Mini Vista® Pink Star Petunia
 - b. Supertunia Vista® Bubblegum® Petunia
 - c. Supertunia® Royal Velvet Improved Petunia
- 3. Which Hosta below is slug resistant and is also the 2021 Hosta of the Year™?
 - a. Shadowland® 'Waterslide'
 - b. Shadowland® 'Wheee!'
 - c. Shadowland® 'Wu-La-La'
- 4. Superbells® are best suited landscape applications.
 - a. True
 - b. False
- 5. Which Supertunia® Petunia has been our top seller for 28 years
 - a. Supertunia Vista® Bubblegum®
 - b. Supertunia Vista® Snowdrift™
 - c. Supertunia® Royal Velvet®
- 6. What are Proven Accents®?
 - a. A new line of Proven Winners decorative containers
 - b. A collection of 40 top selling accent plants
- 7. Can any of the Heart to Heart® Caladiums be grown in the sun?
 - a. Yes
 - b. No
- 8. True or False: Proven Harvest™ products are now available to sell in seed packets and as plants.
 - a. True
 - b. False



- 9. What is the new line of heat tolerant Proven Winners plants called?
 - a. Some Like it Hot
 - b. Hot to Trot
 - c. The Heat is On
 - d. Summer Survivors
- 10. True or False: The new Luminary™ *Phlox* collection is powdery mildew resistant.
 - a. True
 - b. False
- 11. Which of the following perennials are deer resistant?
 - a. Color Coded™ Echinacea
 - b. 'Sage Advice' Perovskia
 - c. Color Spires® 'Back to the Fuchsia' Salvia
 - d. All of the above
- 12. What makes the Oso Easy® Rose line so unique?
 - a. Disease resistance
 - b. No deadheading required
 - c. Long flowering
 - d. All of the above
- 13. Which Proven Winners ColorChoice shrubs is NOT recommended for privacy screens?
 - a. Stonehenge Skinny® Taxus
 - b. Wee Bit Giddy® Hydrangea
 - c. Fine Line® Improved Rhamnus
 - d. Incrediball® Hydrangea
 - e. Spring Grove® Thuja
 - f. Wine & Roses® Weigela
 - g. Quick Fire Fab® Panicle Hydrangea

2021 Certified Training Program Answer Sheet
Fax to: 815-895-1873 or Email: to Sandy@provenwinners.com (Complete by May 1, 2021 to receive rewards.)

Company Name:			Email (needed for PW University):				
				Company Address:			
			_ State/Province:	Zip/Postal Code:	Phone:		
Employee)	of registe	red employees (i.e. Er	mployee 1 of 3 register	ed employees)		
1.	a b c d	8. 9.	a b a		Thank you for participating in the 2021 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.		
	e. 🗌		b. 🔲		Select one:		
			c. 🗌		☐ Ladies S t-shirt		
			d. 🗌		☐ Ladies M t-shirt		
2.	а. 🗌				Ladies L t-shirt		
	b. 🔲	10.	а. 🗌		Ladies XL t-shirt		
	c. 🗌		b. 🗌		Ladies 2XL t-shirt		
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т.	b	12.	a b		\$6 POP credit		
5.	a b		c d		If you would prefer to mail your completed tests, send them to:		
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Thank you for participating in the 2021 Retailer Certification Program. Best of luck to you this year! Please fax only one master test and this sheet.

Fax to: 815-895-1873 or Email to Sandy@provenwinners.com (Complete by May 1, 2021 to receive rewards.)

WINNERS*	Company Name:									
CERTIFIED	Main Address:		City:							
GARDEN CENTER	State/Province: 7	in/Postal Code:	al Code: Phone:							
	2									
Choose 1 group rewar	rd for all employees to receive	:								
A. T-shirt (indicate)	A. T-shirt (indicate size below Ladies-L and Mens-M sizes)									
B. Cap with adjustable strap										
C. S6 POP cred	lit e choose their own reward bel	low								
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			your garden center listing on ou	sletter (RNL) or Proven Winners L ur website as a Certified	Iniversity (PWU) Video Links for					
Professional Employ	ree (CPE). Indicate store loca	tion below if different th	nan above.							
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A. T-shirt sizes: L-S	SM L-MD L-LG	L-XL L-2XL	M-SM M-MD M-LG	☐ M-XL ☐ M-2XL B . ☐ Cap	C. S \$6 POP credit					



CELEBRATE OR DONATE

Enjoy your FREE pizza party or Donate the funds we have allocated for your pizza party to help stamp out hunger in the U.S. and Canada. We've made it easy for you to submit your receipt for reimbursement or to donate to the food bank 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 or donation before your voucher code expires on 6/15/21. 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 2021 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 and mailed to the shipping address you selected during set up (see your Certification Set Up Confirmation email).
- 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:		(Currency: US Dollar			Yes Donate	to Food Bank
Memo:(optional note for che		2021 Certification Complete Date:		·		
Garden Center Name:						
Address:						
City:	State/F	Province: Z	Zip/Postal Code:		Country: US	Canada
Garden Center Manager Nan	ne:		Phone:			
Email:		Manager Signatu	re:		Date:	

Voucher codes expire on 6/15/21. Submit this form by email: sandy@provenwinners.com or by fax: 815-895-1873.



Employee Name

Certification of Completion 2021 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.





2021 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 an active priority listing on provenwinners.com in your local area. We are proud to recommend yourbusiness and grateful for your support of the Proven Winners brand.

Thanks again, and have a great season.

Jessica DeGraaf Retail Account Manager

Meghan Owens Retail Account Manager

2021 National Recipe -Beachside Drive AquaPot[®] Lily Leaf Antique White Tall Round



News Release FOR IMMEDIATE RELEASE Spring 2021 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 2021 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 2021.

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.



National Plants & Recipes



PLANTS OF THE YEAR™

National Plants of the Year are selected by these criteria:

- · Easy to grow
- Outstanding in containers and landscapes
- Readily available
- Iconic

Learn more at: www.nationalplantoftheyear.com.



Supertunia Mini Vista® Pink Star Petunia



Heart to Heart® 'White Wonder' Caladium



'Cat's Paiamas' Nepeta



Shadowland® 'Wheee!' Hosta



Pugster Blue® Buddleia



Oso Easy® Italian Ice® Rosa



Tuff Stuff Ah-Ha® Hydrangea



Kodiak® Orange Diervilla

RECIPES OF THE YEAR®



Beachside Drive

Superbells® Tropical Sunrise Calibrachoa Supertunia® Honey™ Petunia Whirlwind® Pink Scaevola

Suggested Thriller:

Graceful Grasses® 'Fireworks' Pennisetum



Rockin' Out

Goldilocks Rocks® Bidens Superbells® Holy Smokes!® Calibrachoa Superbena® Whiteout™ Verbena

Suggested Thriller:

Stratosphere™ White Gaura



Eclipse of the Sun

Rockapulco® Orange Impatiens Sweet Caroline Sweetheart Lime Ipomoea ColorBlaze® Chocolate Drop Solenostemon

Suggested Thriller:

ColorBlaze® Wicked Hot™ Solenostemon

Supertunia® and Superbells® Care

The more sun the better! Ideally, 4 to 6 hours of sun each day. Otherwise plants will flower less and become "leggy".

• To increase flowers and to prevent yellowing of foliage, apply water with soluble plant food, every third watering.

- · No deadheading or removal of flowers necessary.
- Supertunias work in both containers and landscapes, while Superbells prefer containers.
- Supertunia Vistas and Mini Vistas are incredibly vigorous and perfect in the landscape, plant on 12-18" centers, to get the most bang for your buck.
- Superbells, like all Calibrachoa, can be sensitive to pH levels in soil, for this reason, we suggest letting Superbells shine in containers and hanging baskets.



Superbells® Coral Sun



Annuals Collection



High Noon® *Euryops*

Annuals Sun or Shade

Heart to Heart® Caladiums



















Remember all caladiums are sensitive to cold temperatures. Do not plant outside until temperatures are routinely above 70-degrees or warmer.









ColorBlaze® Royale Pineapple Brandy *Coleus*

15 ColorBlaze® varieties that will work in sun or shade

The Heat is On™ Collection Tough annuals to recommend for warm climates and hot summer months.











Annuals Collection



Superbells® Coral Sun *Calibracho*





Proven Harvest Collection is available as plants & seeds



Perennials Collection

Best Perennials for Deep Shade



'Spot On' *Pulmonaria*



'Queen of Hearts' *Brunnera*



Dolce® Toffee Tart' Heuchera



Primo® 'Black Pearl' Heuchera







Luminary™ 'Opalescence' Tall Garden *Phlox*



Luminary™ 'Ultraviolet' Tall Garden *Phlox*

NEW, SUN LOVING PERENNIALS



Color Spires® 'Back to the Fuchsia' Salvia



Color Spires® 'Snow Kiss' Salvia



'Sage Advice' Perovskia



Color Coded™ 'Frankly Scarlet' Echinacea



Color Coded[™] 'The Price is White' Echinacea



Perennials Collection

Perfect Pairings for Sun



Color Spires[®] 'Violet Profusion' Salvia



Fruit Punch® 'Classic Coral' Dianthus



'Denim 'n Lace' *Perovskia*



'Tuscan Sun' *Heliopsis*

Perfect Pairings for Warmer Climates (Zones 6-8)



Pyromania™ 'Hot and Cold' Kniphofia



'Firefly Peach Sky' Achillea

Perfect Pairings for Shade



Shadowland® 'Waterslide' *Hosta*



Dolce® 'Apple Twist' Heuchera



'Jack of Diamonds'

Brunnera



'Crested Surf'
Athyrium



Shrub Collection

Let's Dance Can Do™ *H. serrata*

Hydrangeas for Small **Spaces**



Wee Bit Giddy® H. macrophylla



Wee Bit Grumpy® H. macrophylla



Fire Light Tidbit® H. paniculata



Let's Dance Big Band® H. macrophylla



Invincibelle Garnetta® H. arborescens

SEASON LONG COLOR



Center Stage® Red Lagerstroemia



Austin Pretty Limits® Nerium oleander



Perfecto Mundo® Double Purple Rhododendron



Sunjoy Neo® Barberry



Ringo™ All -Star Rosa

LIVE SCREENS



Fine Line® Improved Rhamnus



Stonehenge Skinny® Taxus



Baby Kim® Syringa





Lo & Behold Ruby Chip® Buddleia