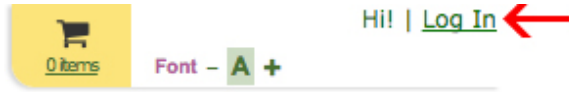


# Manager Step-by-Step Set Up

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](http://www.provenwinners.com) and LOG IN.



### User account



**Username: \***  
  
Enter your Proven Winners username.

**Password: \***  
  
Enter the password that accompanies your username.

**LOG IN**

[Forgot your password?](#)

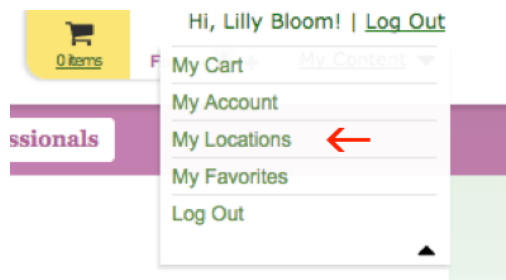
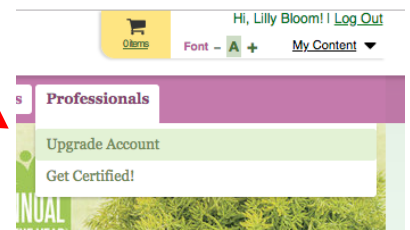
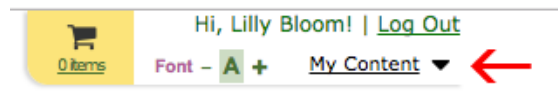
If you forgot your password, click the **Forgot your password?** link at the bottom of the login box and follow the instructions to reset your password.

## 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.



### Professional Account Upgrade

**Company: \***

Use the name of the company you want to associate with your professional account. This can change later if needed.

**Country: \***

**State/Province: \***

**Phone: \***

Please leave a contact number for the company should we need further information.

**Business id:**

Are you an employee of a company or business? If so, call us at 815-895-1872 for verification and professional access. Your federal identifier. For US Businesses, this is your Federal Employer Identification Number. For Canadians, this is your Business Number. If you are not associated with a business, or are unable to find your identification number, please call Proven Winners at 815-895-1872.

**UPGRADE**

### 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 5 steps to complete in this window.



#### Register for the 2019 Certification Program

##### 1 Verify retail location information

**Retail Location Address**  
111 E. Elm St.  
Sycamore, IL 60178  
United States  
  
**Phone:** 1 815-895-1874

UPDATE MY RETAIL LOCATION

##### 2 Verify user account information

**Certification email updates and reminders will be sent to this email address.**

**Email:** busybee@gmail.com

**IMPORTANT:** Email address updates must be verified. If you changed the email address on your user account, an email address change request has been sent to the new email address. You must verify the change by clicking the confirmation link in that email. (Note: The confirmation link will expire in 24 hours.) Then refresh this page to see your new email address above.

**User Account Address**  
300 N. Main St.  
Sycamore, IL 60178  
United States

UPDATE MY USER ACCOUNT

##### 3 Select shipping address

**Rewards and pizza reimbursement check will be sent to this address: \***

- Retail Location Address
- User Account Address

##### 4 Specify number of employees

**Total number of employees to certify for 2019 (including yourself). Each person will require their own test key. \***

8

**IMPORTANT:** This garden center will automatically be marked as Certified Complete when the last test is completed. Once you are Certified Complete, you will not be able to add tests for more employees. If you are uncertain how many employees will take the test, it's best to enter more tests than needed and delete unused tests when everyone is finished.

##### 5 Select rewards

**Choose rewards your employees may select from this year. \***

- \$6 POP Store Credit per Employee (shipping charges and tax will apply to purchases)
- Certified T-Shirt Mens 2019
- Certified T-Shirt Ladies 2019
- Certified Hat 2019

This cannot be changed later. Select only one item if all employees should receive the same reward.

Be Quick! Certification rewards CAN run out. We will let you know if one of these options becomes unavailable before you complete certification.

Start Certification

⚠ Rewards will be shipped immediately upon completing certification. Please confirm that the shipping address you selected will be able to receive shipments at that time.

⚠ Please confirm the number of employees that will be training. Be sure to include yourself.

⚠ Please confirm your selected employee rewards. You will not be able to change these later.

Yes I Am Ready To Start Certification

Cancel

1. Confirm that your location information is correct. IF NOT click **UPDATE MY RETAIL LOCATION**.

2. Confirm that your user account information is correct. IF NOT click **UPDATE MY USER ACCOUNT**.

3. Select shipping address

4. Specify the number of employees to test, including yourself.

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

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 Confirmation email that contains your testing keys and chosen rewards. Keep this for your records. Contact us if any changes are needed.

#### Certification Set Up Confirmation

Recall this email for your records. Important certification details enclosed.

**Busy Bee Gardens**  
111 E. Elm St., Sycamore, IL 60178

**Certification Year:** 2019  
**Certification Status:** In Progress

Congratulations - you have successfully set up your location for certification and are ready to begin training and testing!

Upon successful completion of the certification test, your employees will be able to choose from the following rewards:

- Certified T-Shirt Mens 2019
- Certified T-Shirt Ladies 2019
- Certified Hat 2019

Your rewards and pizza reimbursement check will be shipped to:

111 E. Elm St., Sycamore, IL 60178

Your test keys are listed below. Assign a unique test key to each of your employees. The test key is required for certification testing and for enrolling in Proven Winners University.

- Test Keys:**
- GST-GAB-C2T
  - HCU-WHM-F2M
  - WHM-ABR-2M

4. Certification for this location is now in progress. Take time to familiarize yourself with this page. Refer to your **Certification Set Up Confirmation 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.

## Busy Bee Gardens

View Certification Stock List Edit

### Certification Status

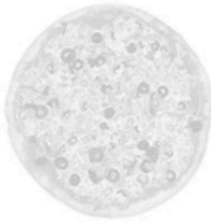
Not Certified

### Certification History

Never Certified

### 2019 Certification Progress

Current progress: 0 of 8 tests completed.



Follow your progress towards your pizza party as your employees successfully complete the test!

Provide your employees with the keys below to use on their tests. After watching the certification training video, they will be able to take a test to review their knowledge. Once all of the tests you requested have been completed, your garden center will be automatically certified. [Get Certified](#) by May 1 to receive all the benefits.

If your garden center's certification is completed before *Tuesday, April 30, 2019 - 11:59pm CDT*, your employees will be given their choice of:

- Certified T-Shirt Mens 2019
- Certified T-Shirt Ladies 2019
- Certified Hat 2019

Be Quick! Certification rewards CAN run out. We will let you know if one of these options becomes unavailable before you complete certification.

Test Key	Name	Last Modified	Reward
<input type="checkbox"/> GST-QAB-CZT		Fri, 01/25/2019 - 2:56pm	
<input type="checkbox"/> MUU-W8M-FGN		Fri, 01/25/2019 - 2:56pm	
<input type="checkbox"/> KNC-APF-P3K		Fri, 01/25/2019 - 2:56pm	
<input type="checkbox"/> XN9-224-VBQ		Fri, 01/25/2019 - 2:56pm	
<input type="checkbox"/> HTR-WMT-2D2		Fri, 01/25/2019 - 2:56pm	
<input type="checkbox"/> HTU-XFG-97B		Fri, 01/25/2019 - 2:56pm	
<input type="checkbox"/> EVD-SMD-KZ6		Fri, 01/25/2019 - 2:56pm	
<input type="checkbox"/> F2R-SM9-HAA		Fri, 01/25/2019 - 2:56pm	

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?  [ADD TESTS](#)

Email yourself a copy:  [SEND](#)

Need a copy for your records? [PRINT TEST KEYS](#)

What's the next step? [REVIEW CERTIFICATION PROCESS](#)

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

These are the rewards 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.

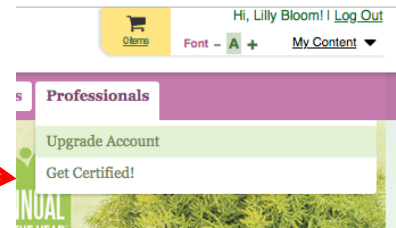
Email or print yourself a copy of your location's keys. You can do this at any time to get an updated record of your employee's progress.

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.**

### 2019 Certification Training Program

**2019 Certification Training Program**

[Favorite this](#)

**The 2019 Certification Training Program**

At Proven Winners, plants aren't the only thing we're committed to growing. We're also dedicated to growing your business by increasing your knowledge of Proven Winners plants, products and consumer trends. We understand the crucial role garden centers and their employees play in providing information and advice to people who love to garden. That's why we've developed the Proven Winners Certified Training Program for garden centers - an ongoing partnership that offers the opportunity to learn more about our plants while building your employees' confidence to sell Proven Winners. [Why certify?](#)

**7 Simple Steps - Get Started Today!**

- 1. Manager set-up** - Add your store location(s), list the number of employees that will complete the training, and choose your rewards. [Download the Managers Step-by-Step Instructions \(PDF\)](#).
- 2. Train** - Watch the 45 minute [training video](#).
- 3. Test and choose reward** - Take the [online certification test](#) or [download the employee forms](#).
- 4. Comment** - Give us some feedback or take our survey and receive a chance to win a \$150 gift card for provenwinners.com or a \$50 Amazon.com gift card.
- 5. Print** - Print your certificate of completion for employees and garden center.
- 6. Celebrate** - Enjoy your FREE pizza party! It's easy--just submit your pizza receipt [HERE](#) and the pizza is on us.
- 7. Post** - Take a picture of your staff wearing their new Proven Winners t-shirts and post it on social media. Tag us at #PWPros to let everyone know your garden center is ready to make recommendations and answer questions about Proven Winners at your store.

**Choose your method of training:**

**Method 1 - Individual training**

Individuals can watch the online video at home or at work and then take the online test and survey. All you need is a test key from your store manager.

1. Manager [Logs in, Sets Up Location, Assigns Keys](#)
2. [Start Training](#)

**Method 2 - Group training**

A group of employees can watch the online video together, then take the test and send them to Proven Winners via fax, email or mail. This method is great for large groups, stores with multiple locations or those with limited internet access.

[Download Group Training Package Now \(PDF\)](#)

**Make sure your garden center completes certification by May 1st to receive all the benefits!**

<b>Help me find my employees Certified test keys:</b> <ol style="list-style-type: none"><li>1. <a href="#">Logs in</a></li><li>2. Go to <a href="#">My Content</a> then <a href="#">My Account</a></li><li>3. Click the <a href="#">Location Name</a> (Zo's Garden Center)</li><li>4. Click <a href="#">Manage Certification Process</a> and you'll find the keys</li></ol>	<b>Help me submit my Pizza voucher:</b> <ol style="list-style-type: none"><li>1. <a href="#">Log In</a></li><li>2. Go to <a href="#">My Content</a> then <a href="#">My Account</a></li><li>3. Click the <a href="#">Location Name</a> (Zo's Garden Center)</li><li>4. Click the gray <a href="#">Certification status box</a></li><li>5. Click <a href="#">Get Tools and Resources</a> and then click <a href="#">Submit pizza rebate form</a></li></ol>
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Have more questions about our certification program? Check our [FAQs page](#) or call us at 1-815-895-1872 and we will be happy to help!

**2019 Certification Training Program Video**

Welcome to the Certified Training program! Proven Winners is happy to help provide you with the knowledge you need to really make a difference in your customers' gardens. [Why Certify?](#)

1. Watch the video above.
2. Take the [online test](#) or Download the forms (PDF)

**2019 Certified Training Program Test**

First Name: \*

Last Name: \*

Test Key: \*

If you don't know your employee test key ask your manager.

Please list my FIRST NAME on my "Garden Centers" retailer listing on the who has completed this year's training. It will appear like this:

Be sure to talk to our Proven Winners Certified expert(s): Carol, John, and...

Yes

No

[NEXT PAGE >](#)

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

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.

**You've passed the test!**


Congratulations on becoming a Proven Winners Certified Staff Member! There are two simple steps for you to receive rebates you get back on selling Proven Winners plants.

1. **Print your Employees Certification Certificate.**  
If your browser doesn't allow you to fill in your name, simply right click and save it to your desktop. Then fill in your name and print.
2. **Sign up NOW** to receive email links to our new, informative 2-6 minute videos that can be used weekly to educate yourself or your employees about key topics.  
If you decide not to sign up now, keep your test key handy. You will need it if you decide to sign up later.  
Your test key is: **GST-GAR-C2T**  
**EXCLUSIVE TO 2019 CERTIFIED EMPLOYEES**
3. **Start up today** to receive our professional newsletter, *Reaching with Proven Winners*.

## 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.

**Certification**  
 Certification status: **IN PROGRESS**  
 Employees to certify: 4  
 Current Progress: 2 of 4 employees certified



**MANAGE CERTIFICATION PROGRESS**

Have you finished testing, but status is still "in progress"? Click the button above and follow instructions to complete certification and receive your benefits! (You must have at least one certified employee to complete certification.)

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.

Test Key	Name	Last Modified	Reward
2F2-CKU-ASA	Reed Bloom	Mon, 01/28/2019 - 12:30pm	✔ Certified T-Shirt Mens 2019 (Large)
97J-4T2-5F2	April Bloom	Mon, 01/28/2019 - 12:25pm	✔ Certified Hat 2019
CS5-9KU-6UF	Rose Bloom	Mon, 01/28/2019 - 12:33pm	✔ Certified T-Shirt Ladies 2019 (Small)
<input type="checkbox"/> V76-YJR-YDU	April Bloom	Mon, 01/28/2019 - 12:34pm	❗ Did Not Finish

## 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, 01/24/2019 - 12:18pm	✔ POP Credit
K88-HRB-89Z	April Bloom	Wed, 01/24/2019 - 12:20pm	✔ POP Credit
<input type="checkbox"/> MP9-PHF-6DR	Rose Bloom	Wed, 01/24/2019 - 12:24pm	❗ Did Not Finish
<input type="checkbox"/> CUE-EHW-WA3		Wed, 01/24/2019 - 12:16pm	

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.

If you remove all unused test keys, your location will **automatically be certified**.

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?  **ADD TESTS**

Email yourself a copy:  **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**

**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 (❗) 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** **Cancel**


**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.

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.



Need help? 815-895-1872  
[www.provenwinners.com](http://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



## Busy Bee Gardens

[View](#) [Certification](#) [Stock List](#) [Edit](#)

### Certification Status

Certified: Mon, 01/28/2019 - 12:00am

### Certification History

2019

### 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 set up 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: 1548701798-365303  
 Expiration: 3/14/2019

**SUBMIT PIZZA REBATE FORM**

Make sure you congratulate the certified members of your team!

Test Key	Name	Date	Reward
2F2-CKU-ASA	Reed Bloom	Mon, 01/28/2019 - 12:30pm	Certified T-Shirt Mens 2019 (Large)
97J-4T2-5F2	April Bloom	Mon, 01/28/2019 - 12:25pm	Certified Hat 2019
CS5-9KU-6UF	Rose Bloom	Mon, 01/28/2019 - 12:33pm	Certified T-Shirt Ladies 2019 (Small)
V76-YJR-YDU	April Bloom	Mon, 01/28/2019 - 12:56pm	Certified T-Shirt Ladies 2019 (Medium)
Q9V-79Y-8W3	Tony Smith	Mon, 01/28/2019 - 12:47pm	Certified Hat 2019

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.

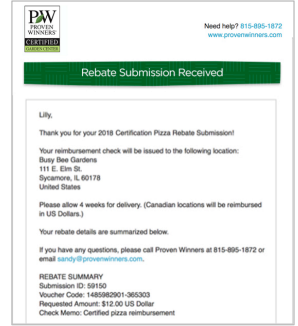
Have your free pizza party. Click **SUBMIT PIZZA REBATE FORM** to submit your receipt to Proven Winners for reimbursement.

## 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: \***  
1548701798-365303

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



**Receipt: \***  
Choose File login  
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 those details on the receipt copy or in the Comments section below.

**Requested Amount: \***  
\$ 25.00  
The cost of the pizza and its applicable taxes for all of your 2018 certified employees.

**Currency: \***  
 US Dollar  
 Canadian Dollar

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

**Photo:**  
Choose File No file chosen  
Upload a photo from your pizza party.

**Comments:**

If your receipt includes non-reimbursable items (as defined above), please note those details here or on the copy of the receipt.

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: 1548701798-365303  
Submitted: 1/28/2019  
Reimbursed: ←

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

### Pizza Rebate

Voucher Code: 1548701798-365303  
Submitted: 1/28/2019  
Reimbursed: \$25.00 on 2/28/2019 ←

**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!

Watch video ([www.provenwinners.com/training](http://www.provenwinners.com/training))

**Take the test and choose your reward** ([www.provenwinners.com/2019 certification test](http://www.provenwinners.com/2019_certification_test)) The test can be taken online or your manager may give you a printed copy to complete.

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

**Print** out your employee certificate of completion

**Feedback** ([www.provenwinners.com/feedback](http://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](mailto:sandy@provenwinners.com) with any comments.

**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.

**Sign up** ([www.provenwinners.com/certification/pwu/signup](http://www.provenwinners.com/certification/pwu/signup)) to receive email links to view the NEW Proven Winners University videos. **EXCLUSIVE TO 2019 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](http://www.provenwinners.com/professionals/newsletters))

## Need More Information?

### Questions Regarding Certification:

Sandy Wentworth [Sandy@provenwinners.com](mailto:Sandy@provenwinners.com) 815-895-1872

### Looking for help with Social Media?

Jessica DeGraaf [Jessica@provenwinners.com](mailto: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](mailto: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 2019:

<https://www.provenwinners.com/plants/search/year/2019>

**Check out our newest website dedicated to the National Plant of the Year Program:** [www.nationalplantoftheyear.com](http://www.nationalplantoftheyear.com)

### Gardener's Idea Book Co-Op - [www.provenwinners.com/gib-co-op](http://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](http://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](http://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 2019 CERTIFIED EMPLOYEES ONLY**





2019 Certified Test



1. When do Angelface® angelonia varieties perform their best?
  - a. In warm temperatures
  - b. In shady conditions
  - c. In cooler temperatures
  
2. Which of the following is features of our Lady Godiva® calendula?
  - a. Requires no deadheading
  - b. Cold and heat tolerant
  - c. Long lasting
  - d. Great for containers or landscape
  - e. Edible
  - f. All of the Above
  
3. According to Dave, what makes Superbells® a great container plant?
  - a. They have a wide color range, including many bicolor and tricolored flowers which are highly desired.
  - b. They are low maintenance.
  - c. They require well drained potting soil.
  - d. They are covered with tons of flowers from spring until frost.
  - e. All of the Above
  
4. The new Diamond Mountain™ will look a lot like Diamond Frost® at retail, but once planted in a garden...
  - a. It will flower more than Diamond Frost®.
  - b. It will be half the size of Diamond Frost®.
  - c. It will grow twice as large as Diamond Frost®.
  - d. It will be impossible to tell the difference.
  
5. Truffala™ Pink is a pollinator magnet and can be used as a long-lasting cut or dried flower.
  - a. True
  - b. False
  
6. Of all the Supertunia® petunias Proven Winners® offers, the Supertunia Vista® varieties are the ones we recommend for landscapes.
  - a. True
  - b. False
  
7. A key to success for all Supertunia® varieties to achieve their potential in containers and gardens is to...
  - a. Seldom water them and let them survive on their own.
  - b. Feed them plenty of plant food. The more food, they more they will grow and flower.
  - c. Plant them in smaller containers to restrict their growth.
  - d. Constantly deadhead them to ensure more flowers.

8. Which Rockin'® salvia should you recommend for its foliage? The more sun it receives, the brighter the foliage becomes.
  - a. Rockin'® Fuchsia
  - b. Rockin'® Golden Delicious
  - c. Rockin'® Deep Purple
  - d. Rockin'® Playin' the Blues®
  
9. The new Proven Harvest™ program consists of:
  - a. A basil.
  - b. A strawberry.
  - c. Two tomatoes.
  - d. All the above
  
10. Which of the following is a feature of the Summerific® hibiscus series?
  - a. Large dinner-plate sized blooms.
  - b. Flower from the bottom to the top of the plant.
  - c. They are big plants, three to four feet wide.
  - d. All of the above.
  
11. According to Jessica, which of the following varieties is a bulletproof ground cover for full sun?
  - a. Dolce® Cherry Truffles heuchera
  - b. Summerific® Holy Grail hibiscus
  - c. 'Cat's Meow' & 'Cat's Pajamas' nepeta
  - d. Shadowland® 'Autumn Frost' hosta
  
12. Which of the following is a feature of the Primo® heuchera series?
  - a. Large 5-inch leaves.
  - b. They are better suited for landscapes, compared to the Dolce® series.
  - c. Salt tolerant
  - d. All the above.
  
13. Jessica shared that deer will eat just about anything, however hostas with which types of leaves are less attractive to them?
  - a. Hostas with wavy, thick and corrugated leaves.
  - b. Large variegated varieties.
  - c. "Blue" hostas with waxy leaves.
  
14. According to Jessica, the new Pyromania™ kniphofia are "really revolutionary" because:
  - a. They are heat and drought tolerant.
  - b. They rebloom throughout the summer.
  - c. They make fantastic cut flowers.
  - d. They are all salt tolerant.
  - e. All the above.

15. What is the name of our Veronica series?
  - a. Magic Dance
  - b. Magic Show®
  - c. Magic Moment
  - d. Magic Mountain
  
16. Why are the new Barberis exciting?
  - a. Less thorns
  - b. Sterile and non-invasive
  - c. Great for shade
  
17. Which shrub is shopped for most often?
  - a. Butterfly Bushes
  - b. Hydrangeas
  - c. Roses
  
18. What is a solid shrub recommendation for shade and wet soils?
  - a. Sunjoy® series Berberis
  - b. Double Play series Spiraea
  - c. Little Henry® and Scentlandia® Itea
  
19. What is Oso Easy® Double Pink's best feature?
  - a. Non-stop blooms
  - b. Color
  - c. Low maintenance
  
20. Which Double Play® Spirea is the first sterile non-invasive species?
  - a. Double Play® Big Bang
  - b. Double Play® Candy Corn
  - c. Double Play® Gold
  - d. Double Play Doozie®
  
21. What is so cool about Proven Winners® Gardener's Idea Book?
  - a. It's size
  - b. It can be mailed to your garden center's customer list at just the cost of postage.

# 2019 Certified Training Program Answer Sheet

Fax to: 815-895-1873 or Email: to Sandy@provenwinners.com (Complete by May 1, 2019 to receive rewards.)

Employee Name: \_\_\_\_\_ Email (needed for PW University): \_\_\_\_\_

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.

2. a.   
b.   
c.   
d.   
e.   
f.

3. a.   
b.   
c.   
d.   
e.

4. a.   
b.   
c.   
d.

5. a.   
b.

6. a.   
b.

7. a.   
b.   
c.   
d.

8. a.   
b.   
c.   
d.

9. a.   
b.   
c.   
d.

10. a.   
b.   
c.   
d.

11. a.   
b.   
c.   
d.

12. a.   
b.   
c.   
d.

13. a.   
b.   
c.

14. a.   
b.   
c.   
d.   
e.

15. a.   
b.   
c.   
d.

16. a.   
b.   
c.

17. a.   
b.   
c.

18. a.   
b.   
c.

19. a.   
b.   
c.

20. a.   
b.   
c.   
d.

21. a.   
b.

Thank you for participating in the 2019 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

Hat

\$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

# 2019 Group Certification

Thank you for participating in the 2019 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, 2019 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.  Cap with adjustable strap
- C.  \$6 POP credit
- D.  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.  Cap C.  \$6 POP credit

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.  Cap C.  \$6 POP credit

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.  Cap C.  \$6 POP credit

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.  Cap C.  \$6 POP credit

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.  Cap C.  \$6 POP credit

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.  Cap C.  \$6 POP credit

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.  Cap C.  \$6 POP credit

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.  Cap C.  \$6 POP credit

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.  Cap C.  \$6 POP credit

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.  Cap C.  \$6 POP credit

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.  Cap C.  \$6 POP credit

Employee Name: \_\_\_\_\_ Location: \_\_\_\_\_ Email: \_\_\_\_\_  RNL  PWU  CPE  
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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.  Cap C.  \$6 POP credit

## 2019 Certified Survey



1. Would you recommend this training program to a co-worker?  
a. Yes      b. No
2. What sections of the training program did you find helpful? (Check all that apply.)
  - a. Annual variety information
  - b. Perennial variety information
  - c. Shrub variety information
  - d. Marketing and merchandising tips
  - e. Testimonials
  - f. I did not find any useful
3. What best describes the video's overall length?
  - a. Too short
  - b. Just right
  - c. Too long
4. The content that was delivered matched my expectations?
  - a. Strongly Agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly Disagree
5. Was there any information you felt was missing from the video or should be excluded next year?
  - a. Yes      b. No

If yes, what was missing or should be excluded?
6. Which benefits do you appreciate the most? (Select all that apply.)
  - a. Active priority retail listing
  - b. Ability to add your garden center logo to your retail listing on provenwinners.com
  - c. Education regarding Proven Winners marketing plans
  - d. Free promotional item (POP credit, t-shirt or hat)
  - e. Pizza Party
  - f. Access to Exclusive video content through Proven Winners University
  - g. Ability to get free Gardener's Idea books and a poster for each garden center location that certifies at least 10 employees
  - h. All of the above
7. What other benefits would you like to see?
8. Is this the first time you've completed this training?
  - a. Yes      b. No
9. Where did you complete the training?
  - a. At home
  - b. At work
  - c. Other

10. Did you train as a group this year?
  - a. Yes      b. No
11. Do you plan on utilizing the Proven Winners University Program?
  - a. Yes      b. No

Why?

12. 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
- Garden Answer Social Media Tips
- Garden Center Destination Tips
- Picking the Perfect Paniculata Hydrangea
- A look at our Plant Tags
- Hydrangea Color
- Top Three Tips for Butterfly Bushes
- What is Bathtub Effect

13. My employment status is:
  - a. Full-time
  - b. Part-time
  - c. Seasonal
  - d. Other
14. If your name is chosen in one of our monthly drawings, which gift would you like to receive?
  - a. Gift certificate for Proven Winners store
  - b. \$50 Amazon.com gift card (Canadian residents will receive a Amazon.ca card)

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Garden Center: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_



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Employee Name

## Certification of Completion 2019 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.







# 2019 Certified Garden Center



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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 your business and grateful for your support of the Proven Winners brand.

Thanks again, and have a great season.

A handwritten signature in black ink that reads 'Jessica'.

Jessica DeGraaf  
Retail Account Manager

A handwritten signature in black ink that reads 'Meghan'.

Meghan Owens  
Retail Account Manager



News Release  
FOR IMMEDIATE RELEASE  
Spring 2019  
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 2019 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 2019.

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](http://www.provenwinners.com).



# 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](http://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](mailto: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 2019 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: \_\_\_\_\_ Requested Amount: \$\_\_\_\_\_ Currency:  US Dollar  Canadian Dollar Receipt Attached:  Yes

Memo: \_\_\_\_\_ 2019 Certification Complete Date: \_\_\_\_\_ Number of 2019 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](mailto:sandy@provenwinners.com) or by fax: **815-895-1873**.