



## 2024 Certified Test Questions

### MARKETING

1. The primary focus of Proven Winners' plant breeding is to develop plants that deliver outstanding garden performance.
  - a. True
  - b. False
2. Proven Winners signature white containers help consumers find the brand quickly and easily in stores. They are required for:
  - a. Annuals and caladiums only
  - b. Perennials only
  - c. Shrubs only
  - d. Annuals, caladiums, perennials, and shrubs
3. Garden centers can offer their customers a greener gardening solution with Proven Winners Eco+ containers. Two traits of these containers are:
  - a. They are industrial compostable.
  - b. They are made of recycled plastic.
  - c. They can be planted in the ground along with the plant.
  - d. They eliminate the need for a plant label.
4. Proven Winners works with independent garden centers to:
  - a. Execute effective marketing and advertising strategies
  - b. Train staff on how to sell Proven Winners plants and products
  - c. Provide merchandising solutions
  - d. All of the above

### ANNUALS

5. Which of the following is the 2024 National Annual of the Year™ by Proven Winners?
  - a. Supertunia Mini Vista® Indigo petunia
  - b. Supertunia Vista® Jazzberry® petunia
  - c. Superbena® Violet Ice verbena
  - d. Heart to Heart® 'Chinook' caladium
6. Which of the following traits describe the new Supertunia® Hoopla™ Vivid Orchid™ petunia? (Choose 2)
  - a. It has vivid orchid purple and white picotee patterned flowers.
  - b. It has solid vivid orchid purple flowers.
  - c. It is not vigorous, so it should not be used in container recipes.
  - d. It is self-cleaning, so it requires no deadheading to stay in bloom.
7. Superbena® Pink Cashmere™ verbena was the star of our plant trials. What makes it an outstanding new introduction?
  - a. It is an extra vigorous selection.
  - b. It bears huge, soft pink flower umbels.
  - c. It is extremely resistant to powdery mildew, which can plague other verbenas.
  - d. All of the above

### PERENNIALS

8. The newest Summerific® perennial hibiscus introduction for 2024 is our most compact to date, bearing huge 8" round, blush pink flowers with a red eye from midsummer to early fall. What is its name?
  - a. Summerific® 'Holy Grail'
  - b. Summerific® 'Ballet Slippers'
  - c. Summerific® 'Perfect Storm'
  - d. Summerific® 'All Eyes on Me'
9. A unique feature of the new Bouquet Perfect™ primroses is:
  - a. They bloom in midsummer.
  - b. Each plant produces flowers in multiple colors.
  - c. The flowers are fully double.
  - d. The flowers are tiny but plentiful.

10. The EZ Scapes™ program is designed to:
- Help home gardeners identify perennial landscape combinations for their growing conditions
  - Provide easy to grow annual combinations for containers
  - Help customers choose the correct garden tool for the job
  - Explain how to use self-watering AquaPots®

## SHRUBS

11. White flowers for moon gardens are trending. Which of the following new Proven Winners® ColorChoice® shrubs produce white flowers? (Choose 3)
- Double Play® Dolly™ spirea
  - Double Take Eternal White™ quince
  - Oso Easy Ice Bay™ rose
  - Let's Dance Lovable™ hydrangea
  - Pinky Winky Prime™ hydrangea
12. What are two traits of the new Pinky Winky Prime™ hydrangea? (Choose 2)
- It is smaller than the original.
  - It is larger than the original.
  - The flowers stay white as they mature.
  - The flowers turn more intense pink as they mature.
13. Which would you recommend to a customer looking for the type of hydrangea that produces large, blue, mophead flowers?
- Hydrangea arborescens* (smooth hydrangea) including the Invincibelle® series
  - Hydrangea macrophylla* (bigleaf hydrangea) including the Let's Dance® series
  - Hydrangea paniculata* (panicle hydrangea) including Limelight Prime®
  - Hydrangea quercifolia* (oakleaf hydrangea) including the Gatsby® series
  - Hydrangea serrata* (mountain hydrangea) including the Tuff Stuff™ series

## HOUSEPLANTS

14. Consumers have told us that not knowing where leafjoy® houseplants will thrive in their home is a barrier to making a purchase. To solve that, Proven Winners:
- Includes care instructions on every variety-specific plant tag
  - Divided leafjoy plants into four categories based on light levels
  - Offers POP signage that clearly indicates where leafjoy plants will thrive
  - All of the above
15. You can expect leafjoy houseplant quality in your store to be exceptional because: (Choose 3)
- The plants are grown outdoors in the Florida sunshine.
  - Crops are virus-indexed on a regular basis before shipping to your store.
  - The plants are grown to exacting standards in state-of-the-art greenhouses.
  - Large quantities are required to ship to your store so you can choose the best ones to display.
  - The plants are cleaned up and ready for retail when they arrive at your store.
16. Exclusive leafjoy varieties are available only to independent garden centers.
- True
  - False

# 2024 Certified Training Program Answer Sheet

Fax to: 815-895-1873 or Email: to Karin@provenwinners.com (Complete by May 1, 2024)

Employee Name: \_\_\_\_\_ Email: \_\_\_\_\_

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.

2. a.   
b.   
c.   
d.

3. a.   
b.   
c.   
d.

4. a.   
b.   
c.   
d.

5. a.   
b.   
c.   
d.

6. a.   
b.   
c.   
d.   
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.   
e.

12. a.   
b.   
c.   
d.

13. a.   
b.   
c.   
d.   
e.

14. a.   
b.   
c.   
d.

15. a.   
b.   
c.   
d.   
e.

16. a.   
b.



# 2024 Group Certification Reward Form

Thank you for participating in the 2024 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 Karin@provenwinners.com (Complete by May 1, 2024 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 unisex size and color below)
- 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. Check the boxes if you would like to receive our **Retail Newsletter (RNL)** or 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  CPE

A. Unisex T-shirt sizes and color:  SM  MD  LG  XL  2XL  3XL  Dark Green OR  Gray B.  Cap C.  \$6 POP credit

Employee Name: \_\_\_\_\_ Location: \_\_\_\_\_ Email: \_\_\_\_\_  RNL  CPE

A. Unisex T-shirt sizes and color:  SM  MD  LG  XL  2XL  3XL  Dark Green OR  Gray B.  Cap C.  \$6 POP credit

Employee Name: \_\_\_\_\_ Location: \_\_\_\_\_ Email: \_\_\_\_\_  RNL  CPE

A. Unisex T-shirt sizes and color:  SM  MD  LG  XL  2XL  3XL  Dark Green OR  Gray B.  Cap C.  \$6 POP credit

Employee Name: \_\_\_\_\_ Location: \_\_\_\_\_ Email: \_\_\_\_\_  RNL  CPE

A. Unisex T-shirt sizes and color:  SM  MD  LG  XL  2XL  3XL  Dark Green OR  Gray B.  Cap C.  \$6 POP credit

Employee Name: \_\_\_\_\_ Location: \_\_\_\_\_ Email: \_\_\_\_\_  RNL  CPE

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Employee Name: \_\_\_\_\_ Location: \_\_\_\_\_ Email: \_\_\_\_\_  RNL  CPE

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