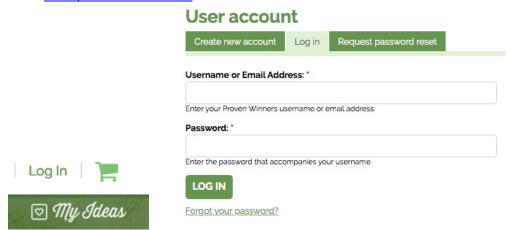
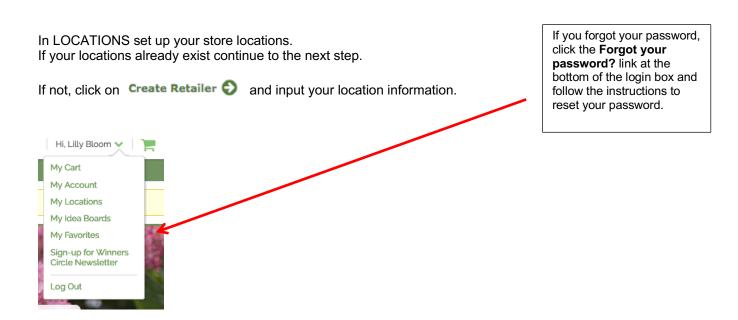
Manager Step-by-Step Set Up

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

1. Go to www.provenwinners.com and LOG IN.



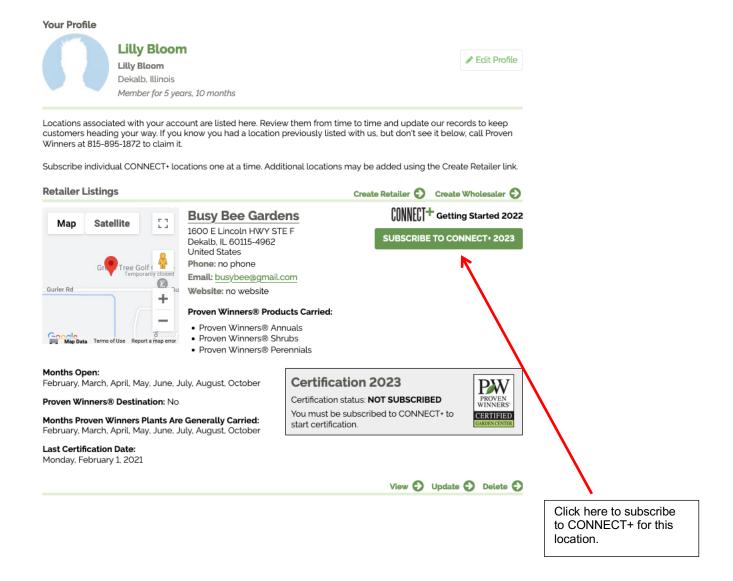
2. Under HI, (YOUR USERNAME) in the upper right, go to MY LOCATIONS. NOTE: If you don't see My Locations in the dropdown menu, it may be under a different account you will need them moved to your CONNECT+ account or you may need to upgrade to Professional, for help with this contact Karin at 815-895-0104.



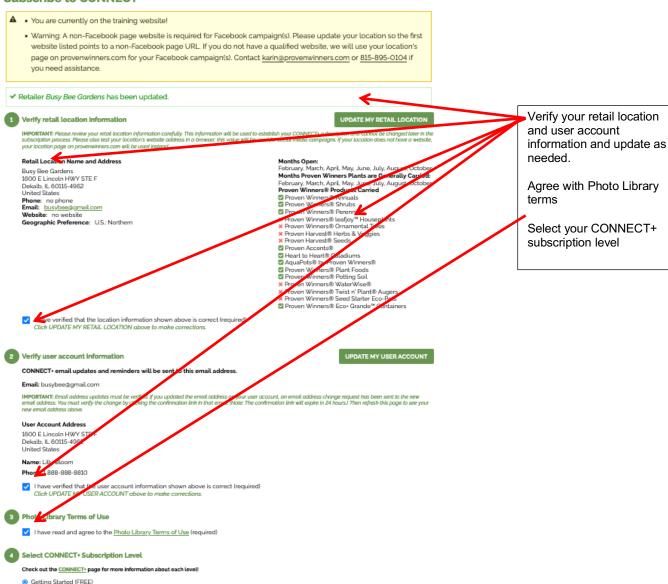
SUBSCRIBE TO CONNECT+ 2023

3. Subscribe to CONNECT+

Take advantage of our valuable resources by signing up for CONNECT+ exclusive marketing solutions for IGC'S. You must be subscribed to CONNECT+ to begin certification. If you are already subscribed to CONNECT+ on a different account, you must be logged in to that account. Each location that needs to certify must be subscribed to CONNECT+



Subscribe to CONNECT+



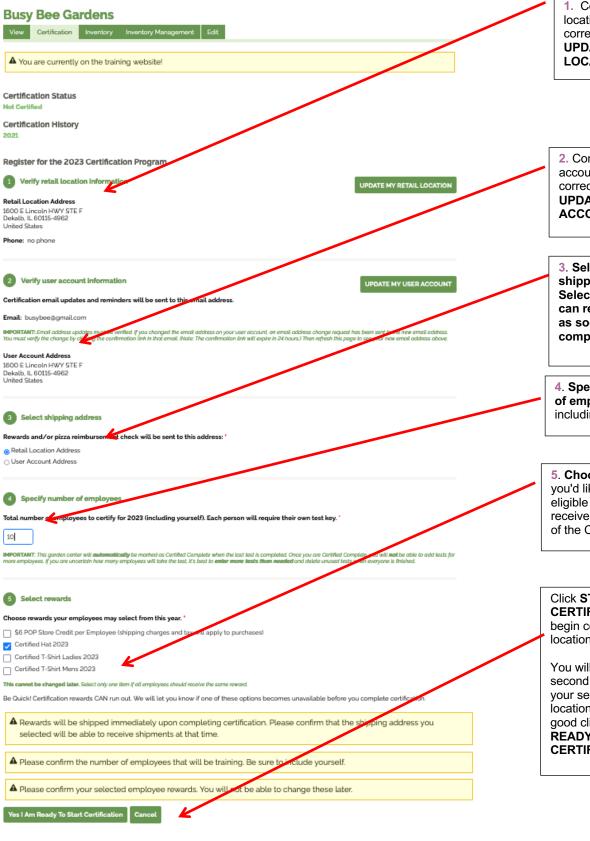
4. BEGIN CERTIFICATION SET UP

Basic (\$550 Early Order Discount; \$700 after Jan 15, 2023)
 Enhanced (\$1500 Early Order Discount; \$1750 after Jan 15, 2023)
 Elite (\$3500 Early Order Discount; \$4500 after Jan 15, 2023)

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. If the green button says Subscribe to CONNECT+, complete that step and the button will automatically change to Begin Certification Set-Up.







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 ACCCOUNT

- 3. Select rewards shipping address. Select an address that can receive shipments as soon as you complete Certification.
- 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.



Need help? 815-895-1872 provenwinners.com

Certification Set Up Confirmation

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

Busy Bee Gardens 1600 E Lincoln HWY, Dekalb, IL 60115-4962

Certification Year: 2023 Certification Status: In Progress

Congratulations - certification set up is complete and you are ready to begin training and testing!

Your test keys are listed below. Assign a unique test key to each of your employees; this test key is required for certification testing.

Test Keys:

- YC5-62U-U8M
- AAG-C42-9ZE
- 9CG-J7S-VMQ
- 5HW-4XH-AWT
- 8AQ-UH6-6GK
- GJB-2RA-UUY
- T3B-HYP-Y9U
- CVC-XJN-PGUU5R-K4V-3ND
- QDQ-UYS-KB3

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

Certified Hat 2023

Your rewards and pizza party reimbursement check will be shipped to:

1600 E Lincoln HWY, Dekalb, IL 60115-4962
DONATE OPTION FOR 2023: Rather than being reimbursed for your pizza party, you'll have the option to donate the funds we have allocated for your pizza party to help stamp out hunger instead. Donated funds will be accumulated throughout the Certification Training Program with a donation made by Proven Winners in July 2023 to Feeding America in the U.S. and Food Banks Canada in Canada.

What's next? Go to the Certification Training page and follow the instructions to complete your certification.

You may review your progress at your garden center's certification tab at any time.

If you have any additional questions or need to make changes, call us at 815-895-1872.

Sandy Wentworth sandy@provenwinners.com Proven Winners®

Redirected with proven_winners_mail_alter in a dev version of provenwinners.com Original To: busybee@gmail.com Email ID: proven_winners_certification_setup

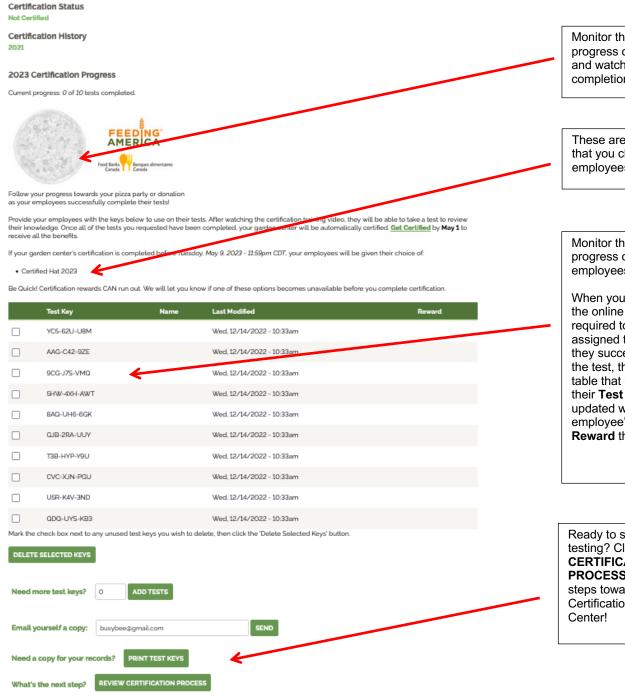






You will receive a
Certification Set Up
Confirmation email that
contains your testing
keys and chosen
rewards. Keep this for
your records. Contact us
if any changes are
needed.

5. 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 <u>a different</u> 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.

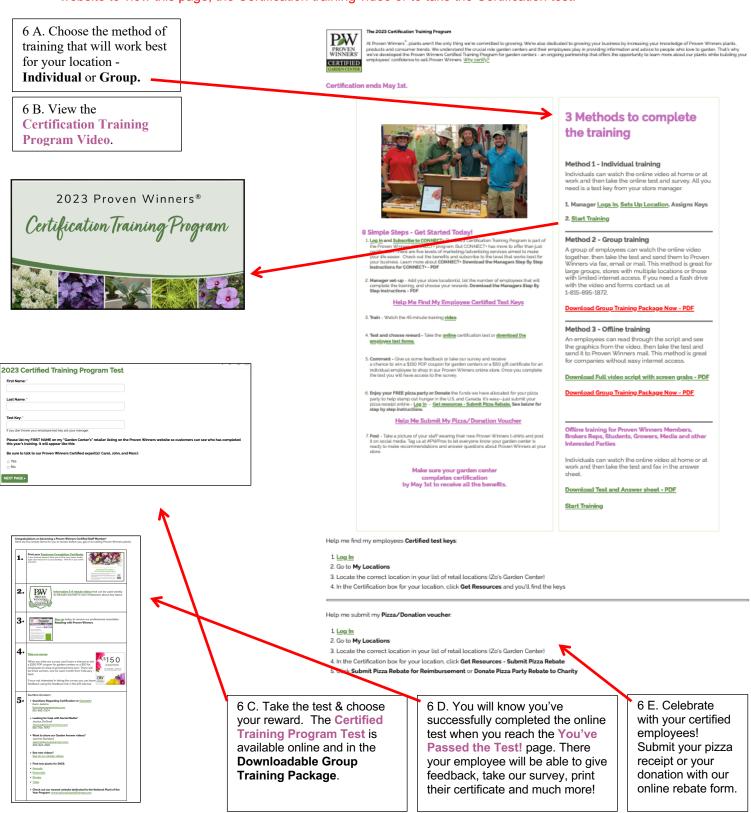
When your employees take the online test, they will be required to enter their assigned test key. When they successfully complete the test, the row in this table that is associated with their **Test Key** will be updated with the employee's **Name** and the **Reward** they selected.

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

6. START TRAINING

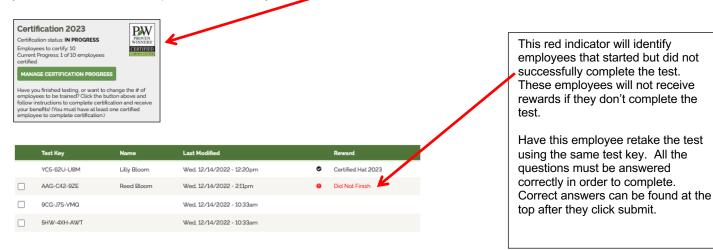
Now that your location set-up is complete, you are ready to start training and testing! This is the main Certification page. You can get here quickly by clicking Get Certified! under Professionals in the main navigation bar of the Proven Winners website.

IMPORTANT NOTE: You and your employees do <u>not</u> 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.



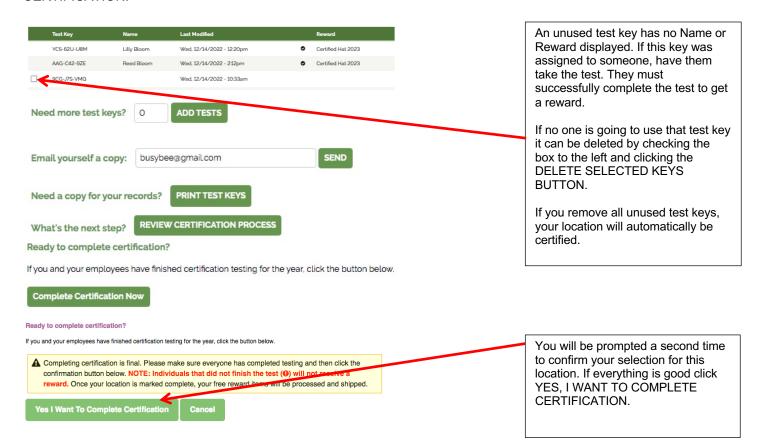
7. MONITOR YOUR PROGRESS

Monitor your progress by logging in 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.



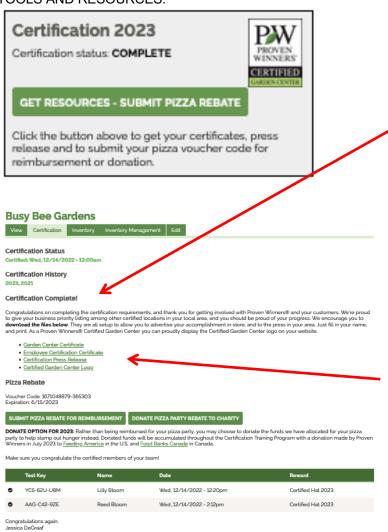
COMPLETE CERTIFICATION

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 HI, (YOUR USERNAME), 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.



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 HI, (YOUR USERNAME), in the pull-down Amenu select MY LOCATIONS and click GET TOOLS AND RESOURCES.



2600 E Lincoln HWY, Dekalb, IL 60115-4962
Congratulations! You are now an official Proven Winners® Certified Garden Center for 2023.
The control of the Control of the Control of the State of the Proven Winners® Program. Download this graphic to amonunce you're accomplicated the graphic to amonunce you're accomplicated the proven Winners® Program. Download this graphic to amonunce you're have really is such a thing as a free funchil Learn how the pizza party rebeate works here.

DONATE OPTION FOR 2023: Rather than being rembursed for your pizza party, you may choose to downlet the funds we have allocated for your pizza party may be accomplished the funds to the funds of the pizza party have allocated for your pizza party hunds.

Veucher Code: 1671068879-365303
Expiration Date: 6/17/2023
□□□ In addition to the many benefits available to control of the many benefits available to interest available to the many benefits available to interest available to interest available to the many benefits available to interest available to the many benefits available to the many

PW

Busy Bee Gardens

Certification Complete!

Need help? 815-895-1872

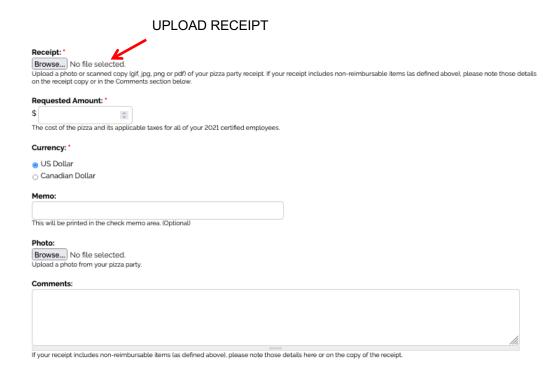
Print out your Garden Center Certificate and Press Release to send to your local media outlets. Your employee will have the ability to print their own Employee Certification Certificate to recognize their individual accomplishments, but it is also here in case you need it. The Proven Winners Certified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

Have your free pizza party or donate to food bank. Click SUBMIT PIZZA REBATE FORM to submit your receipt to Proven Winners for reimbursement OR click DONATE PIZZA PARTY REBATE TO CHARITY to donate to a food bank.

8. PIZZA PARTY REIMBURSEMENT 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.







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 HI, (YOUR USERNAME), in the pull-down menu select MY LOCATIONS and click GET TOOLS AND RESOURCES.

The Pizza Rebate status will also be updated when the reimbursement check has been issued. When you click the button for donation, you will be taken to a page prompting you to confirm that you want to donate. If you click yes, it will then take you to a confirmation page.



A You are currently on the training website!

This action cannot be undone.

CONTINUE CANCEL

You'll also receive an email about your order for your rewards (shirts/hats). If you chose the \$6 POP store credit for each person who completed certification, the total credit will be in your account under the log in you used to certify.



Employee Training Key:_____

Test

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>karin@provenwinners.com</u> with any comments.

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

Need More Information?

Questions Regarding Certification or CONNECT+:

Karin Jenkins <u>karin@provenwinners.com</u> 815-895-0140

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 2023:

https://www.provenwinners.com/plants/search/year/2023

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

Proven Winners University - <u>www.provenwinners.com/University</u>

View 2–5-minute videos on popular topics. Use as additional staff training or share them with your customers.

2023 Proven Winners® Certified Garden Center Test Watch video - www.provenwinners.com/training

- 1. Proven Winners Eco+ Grande containers are:
 - a. Made from plants
 - b. Include nutrients built into the walls of the container
 - c. Plantable
 - d. Compostable
 - e. All of the above
- 2. Two ways to capitalize on the Proven Winners marketing program is to carry:
 - a. Proven Winners hard goods
 - b. The National Plants of the Year
 - c. The National Recipes of the Year
 - d. AquaPots®
- 3. Proven Winners has created four "where to use" houseplant collections based on plant needs. Which of the following are leafjoy™ collections?
 - a. Atrium
 - b. Cocoon
 - c. SpaScene
 - d. WorkLife
 - e. European Style
- 4. Why are Proven Winners plants unique? Every variety is:
 - a. Trialed/Tested
 - b. Easy to grow
 - c. Healthy
 - d. Vigorous
 - e. Will perform all season long
 - f. All of the above
- 5. Which of the following new annuals are must have plants for the 2023 season? (Choose 3)
 - a. Superbells® Prisim™ Pink Lemonade Calibrachoa
 - b. Vanilla Butterfly® Argyranthemum
 - c. Aromance® Mulberry Nemesia
 - d. Diamond Mountain® ED
 - e. Supertunia Mini Vista® Midnight Petunia
- 6. What is a new feature of the Sweet Caroline Upside Black Coffee & Key Lime Ipomoea that was not present in our previous Ipomoea Collections?
 - a. It has a climbing habit
 - b. It has a mounding habit
 - c. It is fragrant
 - d. It produces red flowers
- What are three features of the new Upscale™ Monarda collection?
 - a. Flowers cover the top half of the plant
 - b. They provide good mildew resistance
 - c. They rebloom to extend the bloom time of the plant
 - d. They have light green foliage

- 8. Which characteristics describes an EZ Scape™ perennial recipe?
 - a. Multiple seasons of interest
 - b. Successive blooming
 - c. Complementing foliage
 - d. Similar growing conditions
 - e. All of the Above



- 9. Which of the following new perennials are must have plants for the 2023 season? (Choose 5)
 - a. Meant to Bee™ Royal Raspberry & Queen Nectarine Agastache
 - b. 'Dark Side of the Moon' Astilbe
 - c. Double Coded™ 'Butter Pecan' & 'Raspberry Beret' Echinacea
 - d. Rainbow Rhythm® 'Going Bananas'
 - e. Prairie Winds® 'Niagara Falls' Panicum
 - f. Rock 'N Round® 'Bright Ideas' Sedum
- 10. Which of the following are features of the new Reminiscent® Rosa series?
 - a. Easy to grow
 - b. Bloom all summer
 - c. Low maintenance
 - d. Fragrant
 - e. All of the above
- 11. What are two features of the new "Rise Up" series of roses?
 - a. They have a trailing habit
 - b. They rebloom
 - c. They are a mini-climber
 - d. They have no thorns
- 12. Which new hydrangea is the smallest (18"- 36") panicle hydrangea on the market?
 - a. Fire Light Tidbit®
 - b. Tiny Quick Fire™
 - c. Puffer Fish™
- 13. Which new panicle hydrangea ages to lime green instead of the usual pink?
 - a. Invincibelle Sublime™
 - b. Let's Dance® Sky View™
 - c. Bobo®
 - d. Puffer Fish™
- 14. What color does the Let's Dance® Sky View Hydrangea bloom?
 - a. It blooms pink and lightens to white
 - b. It blooms white and darkens to pink
 - c. It blooms a soft blue with honeydew-green eye and darkens to sky blue
 - d. It blooms white and darkens to a green

2023 Certified Training Program Answer Sheet Fax to: 815-895-1873 or Email: to Karin@provenwinners.com (Complete by Early Spring)

Emplovee Na	ıme:		Email:	
				Phone:
Employee	of	registered employees (i.e. E	imployee 1 of 3 registered employe	ees)
	a.	6. a b c d	11. a b c d	Thank you for participating in the 2023 Certified Training Program. Have a great season. Fax your answer sheet to: 815-895-1873
	_	7. a. 🗌	12. a. 🗌	or
	a.	b.	b.	Mail your answer sheet to: Proven Winners Certified Program 1600 E Lincoln HWY STE F Dekalb, IL 60115-4962
	a. 🗍	8. a. <u> </u>	b.	Bonais, in correction
	b.	c.	d.	
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	d e f	e f		
	a.	10. a b c d e		

2023 Group Certification



Thank you for participating in the 2023 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, 2022 to receive rewards.)

WINNERS°	Company Name:							
CERTIFIED GARDEN CENTER	IVIAID ADDIESS		City:					
	State/Province:Zip/Po	stal Code:	Phone: _					
Choose 1 group reward for all employees to receive: A.								
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			
	SM L-MD L-LG L-XI	L-2XL M-SM	M-MD M-LG M-	XL M-2XL B. Cap	C. S6 POP credit			
Employee Name: A. T-shirt sizes: L-S	SM	_ Location: M-SM	Email: M-LG M	XL M-2XL B. Cap	RNL PWU CPE			
Employee Name:	SM □ L-MD □ L-LG □ L-XI	_ Location: _	Email: M-LG	XL M-2XL B. Cap	RNL PWU CPE			
_					_			
A. T-shirt sizes: L-					RNL PWU CPE C. \$6 POP credit			
Employee Name:	SM				RNL PWU CPE C. \$6 POP credit			
Employee Name:		_ Location:	Email:		RNL PWU CPE			
A. T-shirt sizes: L-S	SM L-MD L-LG L-XI	L-2XL M-SM	M-MD M-LG M-Z	XL M-2XL B. Cap	C. S6 POP credit			
Employee Name: A. T-shirt sizes: L-\$	SM	Location: M-SM	Email: M-LG M	XL M-2XL B. Cap	RNL PWU CPE C. \$6 POP credit			
Employee Name: A. T-shirt sizes: L-S	SM L-MD L-LG L-XI	Location: M-SM	Email: M-LG M-	XL M-2XL B. Cap	RNL PWU CPE C. \$6 POP credit			
Employee Name:	SM	Location: M-SM	Email: M-LG M	XL M-2XL B. Cap	RNL PWU CPE			
Employee Name: A. T-shirt sizes: L-S	SM □ L-MD □ L-LG □ L-XI	_ Location: _	Email: M-LG	XL M-2XL B. Cap	RNL PWU CPE			
Employee Name:		Location:	Fmail:		— □ RNI □ PWU□ CPF			
A. T-shirt sizes: L-S	SM L-MD L-LG L-XI	L-2XL M-SM	M-MD M-LG M	XL M-2XL B. Cap	RNL PWU CPE C. \$6 POP credit			
Employee Name:	SM L-MD L-LG L-XI	Location:	Email:	XL M-2XL B. Cap	RNL PWU CPE			
Employee Name: A. T-shirt sizes: L-S	SM L-MD L-LG L-XI	_ Location: M-SM	Email:	XL M-2XL B. Cap	RNL PWU CPE			
Employee Name: A. T-shirt sizes: L-S	GM □ L-MD □ L-LG □ L-XI	Location: M-SM	Email: M-HG M-	XL M-2XL B. Cap	RNL PWU CPE			
Employee Name: A. T-shirt sizes: L-s	SM □ L-MD □ L-LG □ L-XI	_ Location: M-SM	Email:	XL M-2XL B. Cap	RNL PWU CPE			

2023 Certified Survey 10. Where did you complete the training? At home a. Would you recommend this training program to a co-worker? b. At work Other C. a. Yes b. No **PROVEN** 11. Did you train as a group this year? WINNERS Yes b. No a. **CERTIFIED** What sections of the training program did you find helpful? GARDEN CENTER (Check all that apply.) National plants and recipes of the year 12. Do you plan on viewing our short educational Proven Winners Annual variety information University videos? (The link for Proven Winners University and the Perennial variety information additional educational videos is https://www.provenwinners.com/Professionals/PWUniversity.) Shrub variety information d. I did not find any useful e. b. No a. Yes What best describes the video's overall length? a. Too short Why or why not? b. Just right Too long Comments: The content that was delivered matched my expectations. Strongly Agree Agree b. 13. Do you have any suggestions for additional topics for our Proven Neutral C. Winners University videos? Disagree d. Strongly Disagree 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? 14. My employment status is: Full-time a. b. Part-time Which benefits do you appreciate the most? Seasonal C. (Select all that apply.) Other Active priority retail listing Ability to add your garden center logo to your 15. If your name is chosen in one of our monthly drawings, which gift retail listing on provenwinners.com would you like to receive? Education regarding Proven Winners a. \$150 coupon for Garden Center P.O.P from plants and products provenwinners.com Free promotional item (POP credit, t-shirt or hat) d. \$50 coupon for employee gift from provenwinners.com Pizza Party Additional video content through Proven Winners University g. All of the above First Name: 7.

7	What aristable materials would be useful about belois as a sustained	
7.	What printable materials would be useful when helping a customer?	
		Last Name:
8.	Do you have other suggestions for the CONNECT+ programs benefits?	Garden Center:
		Email:
9.	Is this the first time you've completed this training? a. Yes b. No	Phone:



Employee Name

Certification of Completion 2023 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.





2023 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 8,000,000 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.

dessica-

Jessica DeGraaf
Director of Retail Accounts

Heather

Heather Poire Retail Account Manager

2023 National Recipe - Rockin' Rush



News Release FOR IMMEDIATE RELEASE Spring 2023 Contact: Jeanine Standard Jeanine@provenwinners.com

Proven Winners® Certified Training Program

______ (garden center name) is proud to announce that we have been named a 2023 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 2023.

According to Jessica DeGraaf, Director of Retail Accounts 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.



The details...

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 laura@provenwinners.com)
- 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.
- Everyone loves instant gratification. Host your pizza party now and submit your form for reimbursement or donation before your voucher code expires on 6/15/23. 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 2023 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 or ing to the food bank the requeste			Donate	to Food Bank
Memo:(optional note				Number of 2023 Certified Employees:		
Garden Center Name:						
Address:						
City:	State/	/Province: Zip/	/Postal Code:	Coun	ntry: US	Canada
Garden Center Manag	er Name:		Phone:			
Email:		Manager Signature:			Date:	
Vou	cher codes expire on 6/15/23 Submit t	this form by email: sandy@nrovenwin	nere com or by fav: 815.	905-1973		