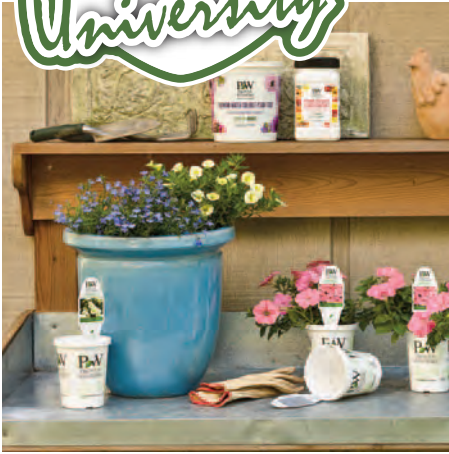




# Course Catalog - 2024



# Pollinators

NEW



Proven Pollinators™ Program

## Proven Pollinators™ Program

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2024

Length: 2:01

Link: <https://youtu.be/5MOX3YyWiU0>

Bees, butterflies, and hummingbirds play a critical role in plant reproduction and our vital to our every day food supply. Inspire home gardeners to create pollinator-friendly gardens with our Proven Pollinators™ Program.



## Hummingbird Attractors

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2020

Length: 3:10

Link: <https://youtu.be/jGSK5Ezgz78>

If you want to provide suggestions for low maintenance, easy care plants that attract hummingbirds, these shrubs would be a great option.



## The ABC's of Native Bees

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2018

Length: 2:05

Link: <https://youtu.be/VDgjcX3Zypg>

Learn about the benefits of native bees and how you can become involved with helping customers attract them.



## 3 Perennials that Attract Pollinators

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2017

Length: 1:42

Link: <https://youtu.be/Lj3lBmlwNvc>

Learn about three go-to perennials that will attract pollinators year after year.

# Marketing

## Introduction to Proven Winners

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2021

Length: 0:42

Link: <https://youtu.be/kR4LejdP8Go>

Learn more about the Proven Winners brand and what sets it apart at retail and for the consumer.



## Brandfolder 101

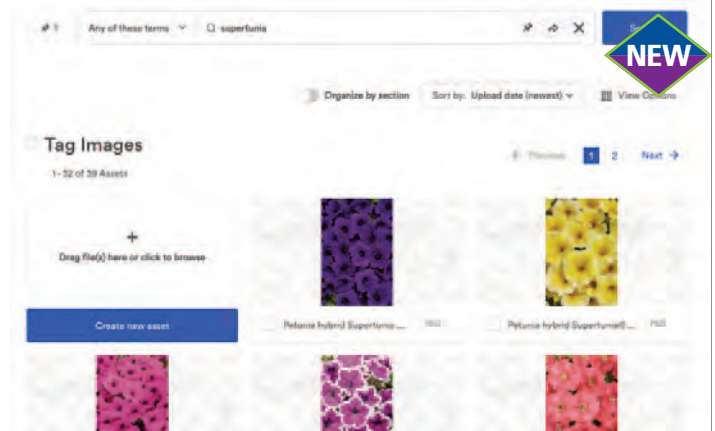
Amy Howard - Retail Solutions Manager

Year Published - 2024

Length: 0:47

Link: <https://youtu.be/5MQX3YyWiU0>

Learn more about our new tool Brandfolder. It's our digital asset manager that give you thousands of images at your fingertips.



## Leverage the Resources from Proven Beauty

Jessica DeGraaf -

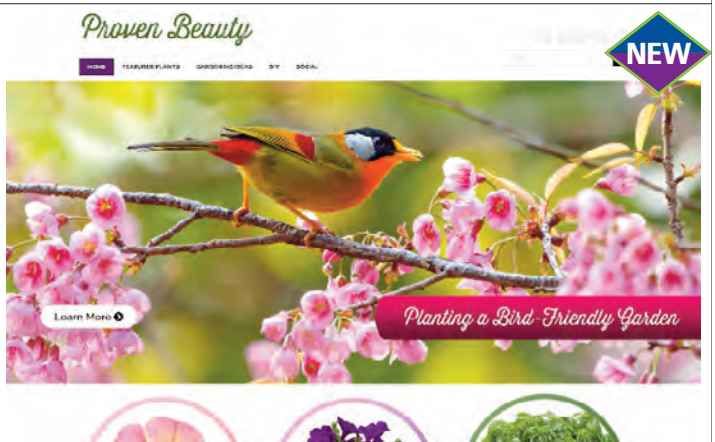
Proven Winners Director of Retail Accounts

Year Published - 2024

Length: 0:57

Link: <https://youtu.be/5MQX3YyWiU0>

Proven Beauty is our website that brings our Gardeners Idea Book to life each year. It's an online source full of gardening ideas and projects for the entire family.-



## Inventory Listing

Jessica DeGraaf -

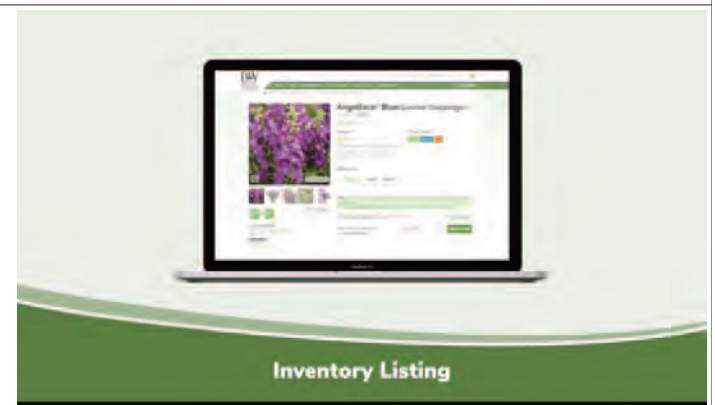
Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 0:55

Link: <https://youtu.be/88DIEM4wkDM>

Thousands of times per season, consumers ask us which of their local stores carry specific Proven Winners varieties. For our enhanced and elite connect+ subscribers we've developed a way to track and relay the names, addresses and in-stock dates of retailers who have the plants available.



# Marketing

## Summerific Week

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 0:50

Link: <https://youtu.be/qKqboFDBdrs>

Each year in early August, we spend an entire week showcasing one of our best-selling classes of perennials – Summerific Hibiscus. With a reach of approximately 4.3 million impressions in one week's time, you can be sure your customers will know it's Summerific week!



## Garden Answer Social Media Tips

Laura LeBoutillier - Garden Answer

Year Published - 2019

Length: 15:59

Link: <https://youtu.be/a92iik7skYE>

Learn some quick tips from Laura on how to make time for social media by making it simple.



## Proven Winners Destination, Step by Step

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2018

Length: 5:03

Link: <https://youtu.be/NWauWX5FmZ4>

Learn the benefits and profit opportunities of creating a Proven Destination.



## Pink Day Overview

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2018

Length: 2:16

Link: [https://youtu.be/VGh21QLN\\_Y0](https://youtu.be/VGh21QLN_Y0)

What is a Pink Day and how to get started.



# Merchandising

## Garden Center Destination Tips

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2019

Length: 4:33

Link: <https://youtu.be/JgreE-QJH3A>

Learn ways to increase your sales by make your garden center more inviting and easier to shop.



## How to Build a Display

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2018

Length: 2:24

Link: <https://youtu.be/CjthQwclnHY>

Learn how to quickly build a destination display or endcap for annuals, perennials or Proven Winners ColorChoice flowering shrubs.



## 7 Retail Merchandising Strategies to Drive Sales

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2020

Length: 1:18

Link: <https://youtu.be/ynTJCxA6Sal>

Merchandising is a key strategy to increase sales and enhance your customer's buying process. Here are 7 tips to take your in-store displays to the next level.



# Consumer Selling & Care Tips



## Fertilizer Tips for Supers

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 1:48

Link: <https://youtu.be/uWvafYuINTA>

Fertilizer is essential for plants to do well. Especially work-horse plants like Supertunia, Superbells and Superbena that have prolific blooms all season long.



## Back to Basics Sun & Shade

Heather Poire - Retail Solutions Manager

Year Published - 2023

Length: 1:34

Link: <https://youtu.be/b9-oplkSafk>

We've long known certain plants have requirements to grow and thrive. The good news is most of the information you need to help plants thrive can be found on the plant tags such as care information, fertilizer needs, expected height and width, and light requirements.



## Plant Pairings and What Does Vigor Have to do With It

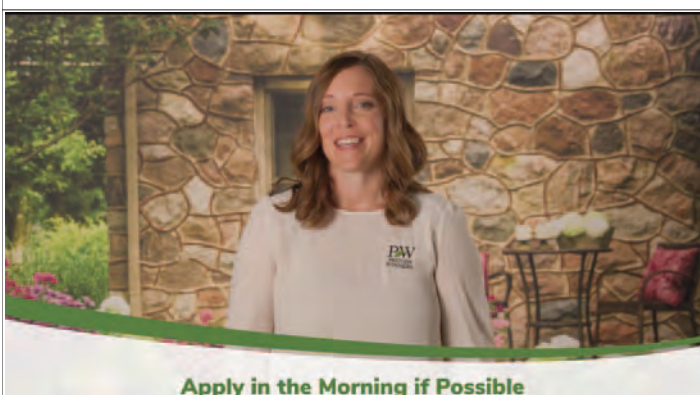
Heather Poire - Retail Solutions Manager

Year Published - 2023

Length: 1:17

Link: <https://youtu.be/rsA2rUgWvSYw>

All plants are given a vigor rating on a scale of 1 to 4 based on how big and quickly they grow. Learn more about vigor and why it matters.



## When to Fertilize

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 1:14

Link: [https://youtu.be/WsBou6\\_X5v0](https://youtu.be/WsBou6_X5v0)

What is the best time to water/fertilize and what to advise your consumers who forget to water and return home to their Petunia basket is drooping.

## Consumer Selling & Care Tips



### Laura's Tips for the Season - Fertilizing

Laura LeBoutillier - Garden Answer

Year Published - 2017

Length: 2:42

Link: <https://youtu.be/lxyixJNQtwl>

Learn how, what, why and when to fertilize at your garden center.



### Laura's Tips for the Season - Daily Garden Center Checklist

Laura LeBoutillier - Garden Answer

Year Published - 2017

Length: 4:12

Link: <https://youtu.be/G49aM1Q0Xvw>

Learn a few details that will help make a great impression.



### Laura's Tips for the Season - Container Maintenance Trimming Equals Winning

Laura LeBoutillier - Garden Answer

Year Published - 2017

Length: 2:43

Link: [https://youtu.be/3\\_VOkNktr8](https://youtu.be/3_VOkNktr8)

Trimming back is like giving your plants a haircut.



### Laura's Tips for the Season - Watering

Laura LeBoutillier - Garden Answer

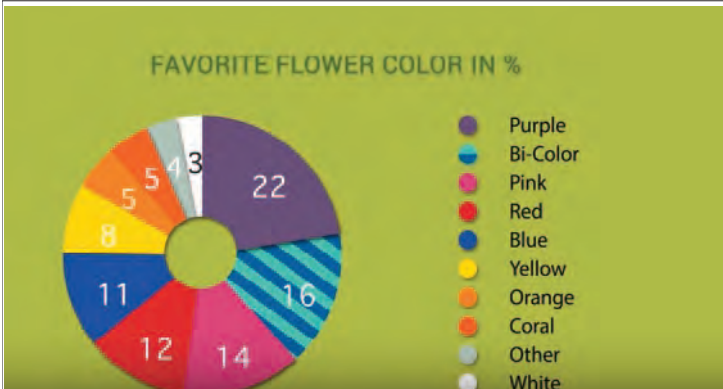
Year Published - 2017

Length: 4:12

Link: <https://youtu.be/gYd3HVEkKqw>

Keep your plants looking fresh and healthy with these watering tips. This is a great video for all new employees to watch.

# Consumer Selling & Care Tips



## Three Questions for Plant Selection

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2017

Length: 1:31

Link: <https://youtu.be/SOqXSQy3Ym0>

Three simple questions to ask when helping customers choose the very best plants for their area.



## Fertilization Tips for Proven Winners

### ColorChoice Shrub

Stacey Hirvela -

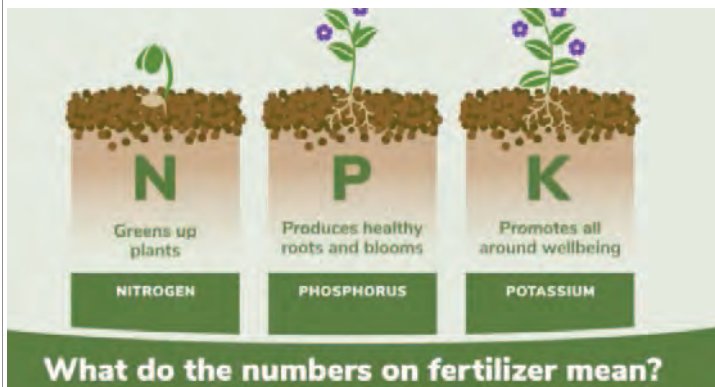
Spring Meadow Nursery Marketing Manager

Year Published - 2018

Length: 2:55

Link: <https://youtu.be/xhfD2l8bRGc>

When to fertilize shrubs to get the best performance.



## NPK Explained

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 1:25

Link: <https://youtu.be/trYLhTCP9jM>

Let's talk a bit about N-P-K and the role that these elements play in plant growth. By understanding their roles, it helps you to better direct your customers to the fertilizer appropriate for their plant purchases.



# Containers

## Container Gardening 101

Heather Poire - Retail Solutions Manager

Year Published - 2023

Length: 2:00

Link: <https://youtu.be/lab8cls1pqs>

One gardening trend which hasn't gone away is container gardening! Gardening spaces come in all shapes and sizes. While it's pretty simple to learn, there are a few things you'll want to share with your customers.



## Container Gardening 101 Continued

Heather Poire - Retail Solutions Manager

Year Published - 2023

Length: 4:12

Link: <https://youtu.be/faHfxUIK4Zw>

When talking to your customers about container gardening, remember, it's not just about the plants, You heard me correctly! Let's talk about a few non-plant related items that play a huge role in container gardening.



## AquaPots

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 2:15

Link: [https://youtu.be/Cfu8UV3\\_IJg](https://youtu.be/Cfu8UV3_IJg)

Take the guesswork out of plant care with our AquaPots self-watering containers. Choose one of our three options and help your customers take their container recipes to the next level!



## Deck Out Your Containers with Proven Winners ColorChoice Shrubs

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2021

Length: 1:43

Link: <https://youtu.be/X26ktZyr3qQ>

Join Natalie Carmolli as she shares tips for selling shrubs in deco-containers at retail.



# Containers

## Tips for Success with Shrubs in Containers

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2022

Length: 4:12

Link: <https://youtu.be/EbQEfpOoUOU>

Shrubs are beautiful in the landscape, but they can also provide even more wow-factor in mixed containers. Learn more about how to be successful with shrubs in container gardens.



## Keep Containers Singing

Kerry Meyer - Horticultural Expert

Year Published - 2017

Length: 3:13

Link: <https://youtu.be/buOJciMqBEc>

Keeping containers healthy all season long.



# The Best Plants for your Region



## Perennials Ideal for Zones 9

Proven Winners

Year Published - 2020

Length: 2:06

Link: <https://youtu.be/f-Faf3rwBXc>

Zone 9 is not only hot, but may be either extremely humid or extremely arid. Here is an extensive list of Proven Winners® perennials that will survive in zone 9.



## Midwest Zones 6-7

Proven Winners

Year Published - 2018

Length: 2:10

Link: <https://youtu.be/rntQvB4nbQc>

Learn what annuals thrive in Zones 6-7.



## Pacific Northwest Zones 4-6

Proven Winners

Year Published - 2018

Length: 2:07

Link: <https://youtu.be/QXoTQ3eKVhQ>

Learn what annuals thrive in Zones 4-6.



## Pacific Northwest Zones 7-9

Proven Winners

Year Published - 2018

Length: 2:07

Link: <https://youtu.be/BVGtNhZpn8g>

Learn what annuals thrive in Zones 7-9.

# The Best Plants for your Region



## Northern US & Canada Zones 2-4

Proven Winners

Year Published - 2018

Length: 2:07

Link: <https://youtu.be/N2P4CDRDMt4>

Learn what annuals thrive in Zones 2-4.



## Northern US & Canada Zones 5-6

Proven Winners

Year Published - 2018

Length: 2:07

Link:

[https://www.youtube.com/watch?v=4BuVMAFtw\\_c](https://www.youtube.com/watch?v=4BuVMAFtw_c)

Learn what annuals thrive in Zones 5-6.



## Southwestern US Zones 4-7

Proven Winners

Year Published - 2018

Length: 2:07

Link: <https://youtu.be/1MjGo7XyDxs>

Learn what annuals thrive in Zones 4-7.



## Southwestern US Zones 7-8

Proven Winners

Year Published - 2018

Length: 2:07

Link: <https://youtu.be/OGIJhWC-Lms>

Learn what annuals thrive in Zones 7-8.

# The Best Plants for your Region



## Northeastern US Zones 4-5

Proven Winners

Year Published - 2018

Length: 2:07

Link: <https://youtu.be/7BQ2H4oKRPA>

Learn what annuals thrive in Zones 4-6.



## Northeastern US Zones 6-7

Proven Winners

Year Published - 2018

Length: 2:07

Link: <https://youtu.be/u6MLA5VPKxQ>

Learn what annuals thrive in Zones 6-7.

# Simple Plant Solutions- Shrubs

## Deer Proof Shrubs

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2024

Length: 2:10

Link: <https://youtu.be/JcBksmTZlnE>

Oh Deer! Let's help those customers with deer problems with our selection of Deer Proof™ Shrubs.



## 8 Deer Proof Shrubs

Natalie Carmolli -

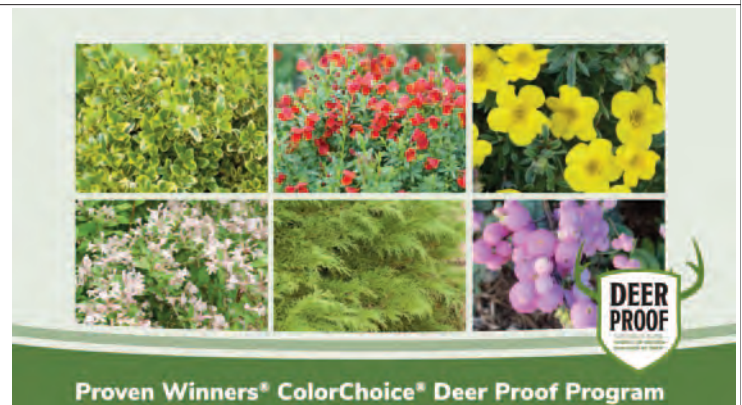
Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2023

Length: 5:30

Link: <https://youtu.be/54Dq6L3q0jo>

Our Deer Proof program includes some of our most popular, reliable shrubs, but we've added an insignia to their containers and tags to let your customers know they are less likely to be damaged by deer.



## Top Shrubs for Season-Long Color

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2024

Length: 7:24

Link: [https://youtu.be/jlgT\\_kRb9QY](https://youtu.be/jlgT_kRb9QY)

Learn which shrubs to recommend to customers who desire season-long color.



## 2024 Shrubs of the Year

Amy Howard - Retail Solutions Manager

Year Published - 2024

Length: 2:25

Link: [https://youtu.be/Xc3oF\\_nEBms](https://youtu.be/Xc3oF_nEBms)

Learn more about the plants that have been chosen for our 2024 National Shrubs of the Year program.



# Simple Plant Solutions- Shrubs

## The Three B's of Gardening in Southern Climates

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 5:58

Link: <https://youtu.be/WMQGp7dUCX8>

Learn about the Three B's – bones, berries and bark.



## Shrubs with Fabulous Foliage

Natalie Carmolli -

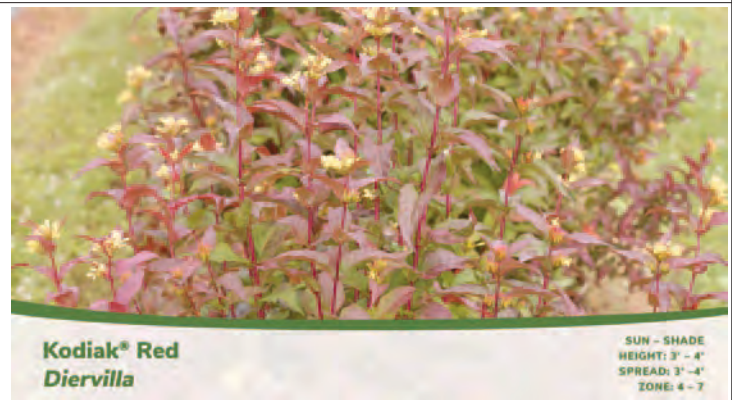
Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2023

Length: 6:48

Link: [https://youtu.be/7\\_PvlLvZAU](https://youtu.be/7_PvlLvZAU)

These 13 shrubs offer fabulous foliage and are a great example of a variety that can easily complement most plant purchases and become an add-on sale.



## Shrubs That Can Take the Heat

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2023

Length: 5:34

Link: <https://youtu.be/sbwaU4SsxCK>

Let's take a look at these 8 shrubs that can take the heat, bearing in mind that your climate and unique topographical features will determine their overall ability to thrive.



## Big & Bold vs Small & Mighty Shrubs

Natalie Carmolli -

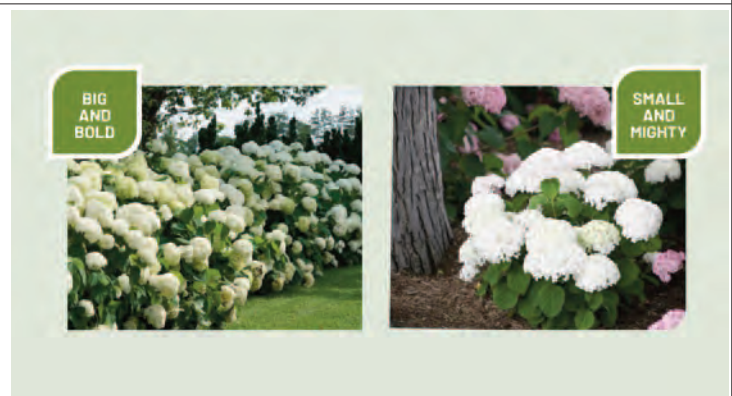
Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2022

Length: 9:08

Link: <https://youtu.be/pmU8oUGZcj8>

Your customers have lots of different spaces--from large, sprawling backyards to small patios. Here are some great recommendations for Proven Winners ColorChoice Shrubs that fit any garden space.



# Simple Plant Solutions- Shrubs

## Fire Wise Shrubs

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2022

Length: 1:34

Link: <https://youtu.be/gBr5GlbD5eM>

High water content shrubs that are less likely to ignite in a wildfire.



## Drought Tolerant Shrubs

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2022

Length: 1:52

Link: <https://youtu.be/CFEa60VhrBw>

Whether you live in a hot, dry climate, or simply have dry areas of the landscape, here are suggestions for shrubs that have low moisture requirements.



## Shrubs for Wet Sites

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2022

Length: 2:07

Link: <https://youtu.be/tPTY5DvkIME>

Wet planting sites can often cause problems for plants. Learn about some of the best shrubs to plant in areas that are wet throughout the season.



## Shrubs with Wide Hardiness Zones

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2022

Length: 2:03

Link: <https://youtu.be/6uZDU4NErcs>

Wet planting sites can often cause problems for plants. Learn about some of the best shrubs to plant in areas that are wet throughout the season.





## Simple Plant Solutions- Shrubs

### Proven Winners ColorChoice Shrubs FAQs

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2021

Length: 1:53

Link: <https://youtu.be/0DAG55pTBA4>

If you have customers looking for privacy, join Jessica as she shares great ideas for creating a living screen and more commonly asked consumer questions.



### Proven Winners ColorChoice Shrubs for Heat and Humidity

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2021

Length: 1:54

Link: <https://youtu.be/seZEANyszf4>

We've expanded our lineup of shrubs selected for heat and humidity tolerance. Learn more about some of our top selections and what sets them apart.



### 3 Must-Have Shrubs for Shade

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2021

Length: 2:43

Link: [https://youtu.be/liVBr\\_QXwCc](https://youtu.be/liVBr_QXwCc)

Customers come in asking for options for shade. Here are 3 great shrubs to recommend for shade to partial shade locations.



### Ornamental Trees

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2020

Length: 4:00

Link: [https://youtu.be/\\_wyxU\\_FmqEo](https://youtu.be/_wyxU_FmqEo)

Learn about the 7 new ornamental trees that have been added to the Proven Winners line.



# Simple Plant Solutions- Shrubs

## Salt Tolerant Shrubs

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2020

Length: 4:07

Link: <https://youtu.be/mKT-J6Bs8Jc>

Learn what Proven Winners ColorChoice shrubs work best when planting in areas that will be exposed to elevated levels of salinity.



## What is Bathtub Effect?

Stacey Hirvela -

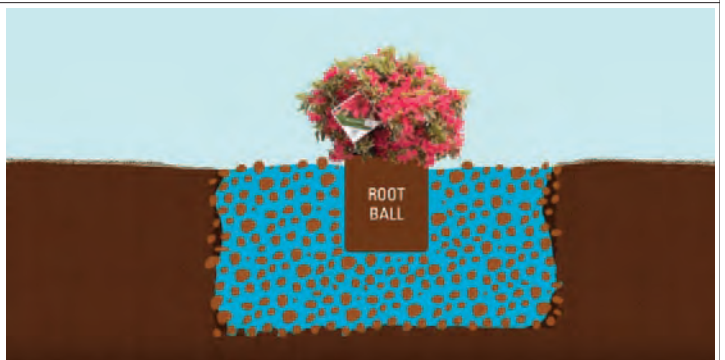
Spring Meadow Nursery Marketing Manager

Year Published - 2019

Length: 1:34

Link: <https://youtu.be/ZVNzi2uotv0>

Help your customers avoid planting shrubs incorrectly.



## A look at our Plant Tags

Stacey Hirvela -

Spring Meadow Nursery Marketing Manager

Year Published - 2019

Length: 3:24

Link: <https://youtu.be/KEwDFeaytg0>

Understand plant tags to assist you customers.



## Top Three Tips for Butterfly Bush

Stacey Hirvela -

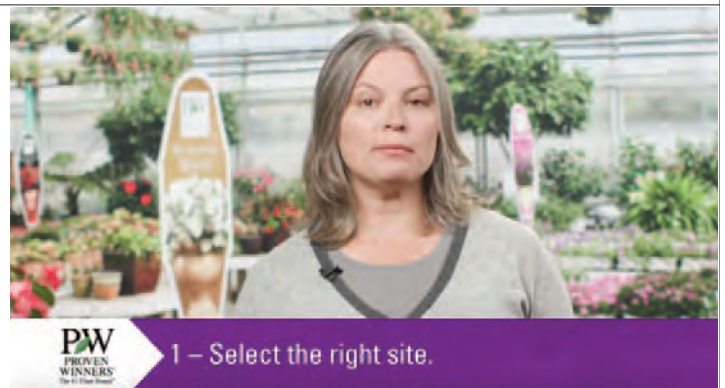
Spring Meadow Nursery Marketing Manager

Year Published - 2019

Length: 1:34

Link: <https://youtu.be/Vz-LiCfHTC8>

Three tips to share with home gardeners on how to be successful with butterfly bushes.



# Simple Plant Solutions- Hydrangeas



## Summer Blooming Hydrangeas

Natalie Carmolli -  
Spring Meadow Nursery Shrub and Tree Expert  
Year Published - 2024

Length: 2:24

Link: <https://youtu.be/BswlefV4aXc>

Learn which hydrangeas you'll want to recommend to customers who want to enjoy these huge blooms all summer long!



## Hydrangea Stem Strength

Natalie Carmolli -  
Spring Meadow Nursery/Shrub and Tree Expert  
Year Published - 2023

Length: 2:02

Link: <https://youtu.be/JbDYP3CjsVI>

Here are a few specific techniques you can pass on to your customers to help them grow stunning hydrangeas.



## A New Vision for Reblooming Hydrangeas

Natalie Carmolli -  
Spring Meadow Nursery Shrub and Tree Expert  
Year Published - 2023

Length: 6:02

Link: <https://youtu.be/tk2-5FaTGeA>

Strategic - Innovative- - Proven. These aren't words that typically leap to mind when thinking about hydrangeas. But they are the ones that define the approach to the Let's Dance series of reblooming hydrangeas.



## What Makes our Hydrangeas Different?

Natalie Carmolli -  
Spring Meadow Nursery Shrub and Tree Expert  
Year Published - 2022

Length: 5:45

Link: <https://youtu.be/SNrBfUlnAd4>

Wet planting sites can often cause problems for plants. Learn about some of the best shrubs to plant in areas that are wet throughout the season.

# Simple Plant Solutions- Hydrangeas



## 3 Tips to Help you Sell

### Little Lime Hydrangea

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2021

Length: 1:43

Link: <https://youtu.be/1mFKYYb3fsk>

Learn more about the 3 benefits that set Little Lime Hydrangea apart and why this matters for your customers.



## 3 Essential Hydrangea paniculatas

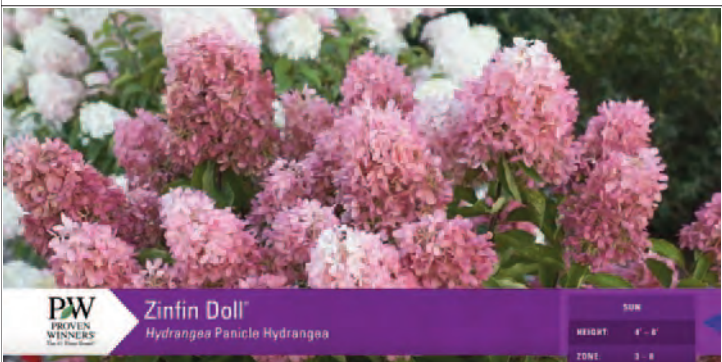
Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2021

Length: 2:39

Link: <https://youtu.be/xnG4PG7aQIA>

Hydrangeas abound at the garden center. Learn more about 3 key paniculata hydrangeas every garden center needs to carry.



## Picking the Perfect paniculata Hydrangea

Stacey Hirvela -

Spring Meadow Nursery Marketing Manager

Year Published - 2019

Length: 3:33

Link: <https://youtu.be/3uOjaaTmX-Q>

How to help your customers pick the perfect paniculata hydrangea for their garden.



## Hydrangea Color

Stacey Hirvela -

Spring Meadow Nursery Marketing Manager

Year Published - 2019

Length: 2:46

Link: [https://youtu.be/taMJ1p7\\_2mo](https://youtu.be/taMJ1p7_2mo)

How to help your customers understand how to keep their hydranges blue if they are turning pink.

## Simple Plant Solutions- Hydrangeas



### Hydrangea Problem Solving

Dave Konsoer - Proven Winners Vice President of Sales  
Year Published - 2018

Length: 4:29

Link: <https://youtu.be/ljD9AEpwAxQ>

Learn a few tips to help your customers determine why their Hydrangeas aren't blooming.

# Simple Plant Solutions- Perennials

## Rain Gardens

Heather Poire - Retail Solutions Manager

Year Published - 2024

Length: 3:09

Link: <https://youtu.be/Q7elbNJ7ft4>

Is water pooling in your yard, or running down your driveway after a heavy rain? If so, a rain garden might be the solution for your yard and for the environment.



## Crowning Glory Eucomis Collection

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2024

Length: 1:40

Link: <https://youtu.be/cjBexO01JbM>

Learn more about one of our new perennials, the pineapple lily!



## Proven Plant Pairings

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2024

Length: 2:12

Link: <https://youtu.be/Oedr9yQY34U>

Learn how to create beautiful window boxes for shady spots.



## Phlox Reimagined

Heather Poire - Retail Solutions Manager

Year Published - 2023

Length: 0:48

Link: <https://youtu.be/0ERJfK2J2Q>

Opening Act Phlox offers a new twist on one of the most popular types of perennials for traditional and native gardens.



# Simple Plant Solutions- Perennials

## All About Heuchera

Heather Poire - Retail Solutions Manager

Year Published - 2023

Length: 1:32

Link: <https://youtu.be/X7Kbr5epr4E>

Heuchera is one of the most popular shade perennials for today's gardens. They're versatile, foliage-first plants with a long season of interest. All Heuchera like to be situated or planted in a moist but well-drained soil – they do not like "wet feet". Here are a few additional hints that you can share with your customers.



## A Matter of Habit

Heather Poire - Retail Solutions Manager

Year Published - 2023

Length: 1:07

Link: <https://youtu.be/FvsYo3xIXxl>

The Summerific lineup has started a revival of sorts for Hardy Hibiscus due to their improved habits and flower power, by overcoming the tall, rangy habits of old. So what makes them so special?



## Trimming and Deadheading Perennials

Jessica DeGraaf -

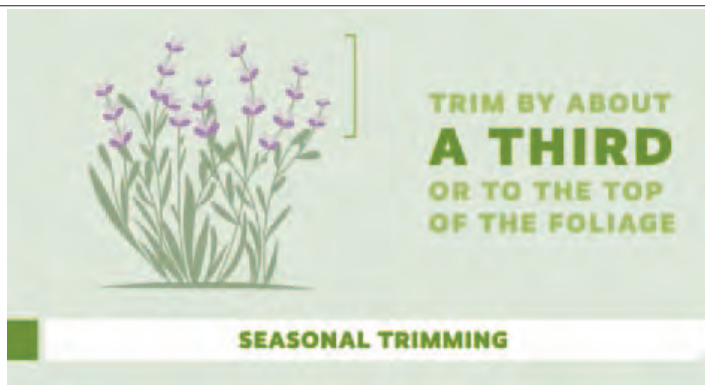
Proven Winners Director of Retail Accounts

Year Published - 2022

Length: 0:44

Link: <https://youtu.be/1i8D7iKE>

To trim or not to trim? This video provides a quick synopsis of how and when to trim your perennials.



## Fall Maintenance Tips for Perennials

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2022

Length: 1:19

Link: <https://youtu.be/NdZmxZ57RuY>

Learn the best practices for fall maintenance and clean-up for perennial beds.



# Simple Plant Solutions- Perennials

## Fertilizing Perennials

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2022

Length: 1:33

Link: <https://youtu.be/SZGfwikaSTM>

This video provides a few quick recommendations on how and when to fertilize perennials.



## Perennials with Low Water Requirements

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2022

Length: 1:56

Link: <https://youtu.be/rdKRDTI7GU0>

If you're located in an area with water restrictions, or simply do not have the time to water each day, here are some great perennials that have low water requirements yet still provide a ton of impact.



## Plants that Stand the Extremes

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2022

Length: 2:02

Link: <https://youtu.be/Bqpgokxgxps>

Plants, like people, do not always love the extremes in temperature. This video provides a quick list of plants that survive and thrive under extreme environmental conditions.



## Big & Bold Perennials

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2022

Length: 1:57

Link: <https://youtu.be/doCnmQT2Xus>

These perennials provide maximum impact and wow factor in the garden!





# Simple Plant Solutions- Perennials

## Small but Mighty Perennials

Jessica DeGraaf -

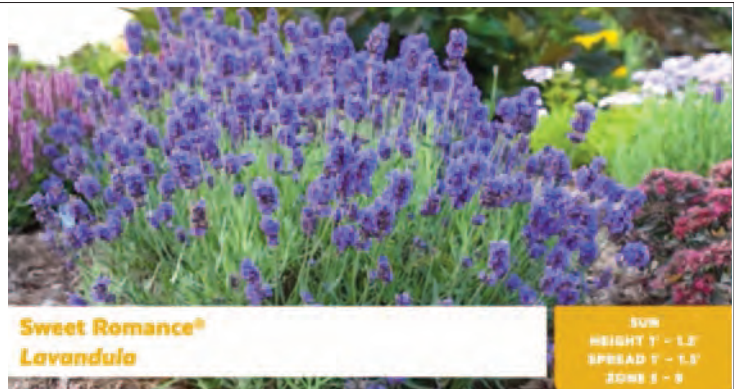
Proven Winners Director of Retail Accounts

Year Published - 2022

Length: 1:55

Link: <https://youtu.be/G3tGOodiGqI>

Not every customer has a huge garden--these small but mighty perennials provide maximum color and impact in a much smaller footprint.



## Proven Winners Perennial FAQs

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2021

Length: 2:02

Link: <https://youtu.be/mAk9OPCVDLM>

Learn more about the best time to plant perennials, how to fertilize, and more!



## Rainbow Rhythm®- Behind the Plant

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2020

Length: 2:46

Link: [https://youtu.be/DDNyFe\\_Ihmk](https://youtu.be/DDNyFe_Ihmk)

Learn about how Rainbow Rhythm® Daylilies come to market.



## Fragrant Perennials

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2018

Length: 2:11

Link: <https://youtu.be/dMa5JFbx37E>

Your customers love plants with fragrance. Learn about some of the best perennials that provide beauty and fragrance in the garden.



## Simple Plant Solutions- Perennials

### Using Perennials for Cut Flowers

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2018

Length: 4:53

Link: <https://youtu.be/BA4JeRfPqG4>

Learn what flowering and foliage perennials varieties work best as cut flowers.



# Simple Plant Solutions- Annuals

NEW



## Tips for the Shaded Window Boxes

Heather Poire - Retail Solutions Manager

Year Published - 2024

Length: 2:30

Link: <https://youtu.be/Nb5yO-jfg10>

Learn how to create beautiful window boxes for shady spots.

NEW



## Create a Moon Garden

Heather Poire - Retail Solutions Manager

Year Published - 2024

Length: 2:23

Link: <https://youtu.be/BvLfmcvcD4g>

Enjoy your garden in the evening with white and silver plants that reflect the moon's light.

NEW



## Heart to Heart Caladiums

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

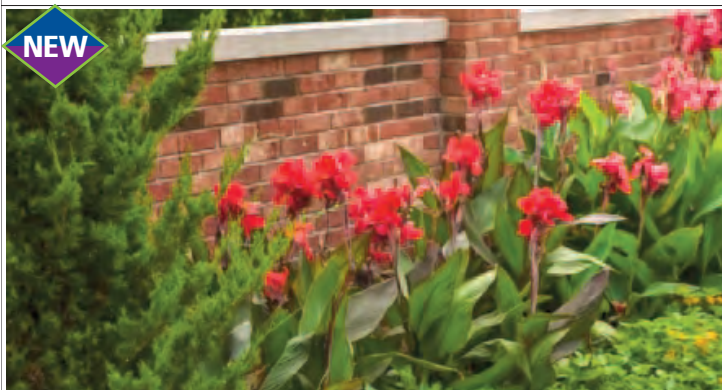
Year Published - 2024

Length: 2:18

Link: <https://youtu.be/WMQGp7dUCX8>

Learn everything you'll need to know about our beautiful Caladiums. and how to create a tropical look in containers and landscapes.

NEW



## Heat Loving Plants

Amy Howard - Retail Solutions Manager

Year Published - 2024

Length: 3:34

Link: <https://youtu.be/Q7elbNJ7fT4>

Discover which plants will work best when temperatures rise and enjoy our tips for those who garden in hot and humid climates.

## Simple Plant Solutions- Annuals



### Simple Container Gardening Tips for Success

Dave Konsoer - Proven Winners Vice President of Sales  
Year Published - 2022

Length: 1:41

Link: <https://youtu.be/yfKRQerX9ic>

If you want your containers and hanging baskets to really shine, follow these simple container gardening tips for success.



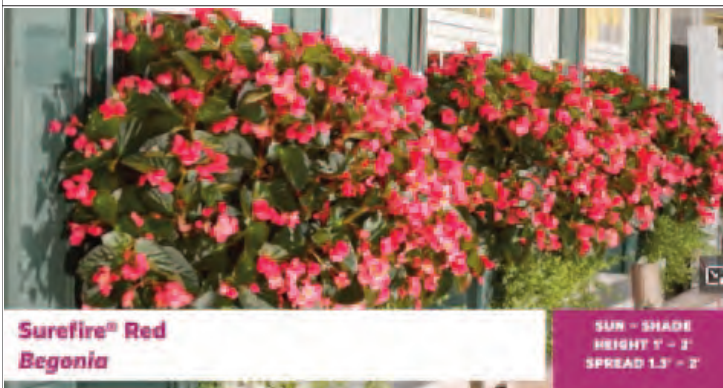
### How to be Super Successful with Superbells®

Dave Konsoer - Proven Winners Vice President of Sales  
Year Published - 2022

Length: 1:55

Link: <https://youtu.be/0vA8LLqWYaA>

Superbells Calibrachoa are a must-have for containers and hanging baskets. Here are a few tips to help your customers to have success with these vibrant beauties!



### Easy Care Plants for Beginners

Dave Konsoer - Proven Winners Vice President of Sales  
Year Published - 2022

Length: 4:38

Link: <https://youtu.be/7lcqwkQs5P>

There are a ton of new gardeners itching to create their own garden spaces. Here are some great, easy-care plants to suggest for guaranteed success!



### Heart to Heart Caladiums

Jessica DeGraaf -

Proven Winners Director of Retail Accounts  
Year Published - 2021

Length: 2:11

Link: <https://youtu.be/pGAc69Ndaw>

Learn more about this unique foliage plant that is a must-have for any gardener.

# Simple Plant Solutions- Annuals



## Plants for Early Spring Sales

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2020

Length: 1:37

Link: [https://youtu.be/27O0yG\\_hrno](https://youtu.be/27O0yG_hrno)

Tired of recommending pansies for cooler climates or early season color? Here are plants you can suggest to your customers that will perform throughout spring, summer, and fall?



## Annuals for Warm Climates and Heat Tolerance

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2020

Length: 1:33

Link: <https://youtu.be/9wYcExaqQPs>

Check out our "The Heat is On!" collection, made up of Proven Winners go-to varieties for Southern and mid-summer heat-loving plants.



## Understanding Supertunias - Know the Difference

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2018

Length: 3:27

Link: <https://youtu.be/7w9fupxddv8>

Learn the differences within the Supertunia collection and suggestions for your customer's needs.



## Iconic Annuals

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2018

Length: 3:26

Link: <https://youtu.be/faWAigKHpks>

Learn about the Top 10 best-selling annuals and what has made them popular.

# Simple Plant Solutions

## Our Shady Go-To's (Annuals & Perennials)

Kerry Meyer - Horticultural Expert

Year Published - 2017

Length: 2:38

Link: <https://youtu.be/nQsfLK8gMJg>

Go to Annuals and Perennials that you can suggest for shady areas.



## 3 Essential Plants for New Gardeners (Annual, Perennial & Shrub)

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2021

Length: 2:01

Link: <https://youtu.be/eC2ROzlqvgQ>

Learn more about 3 plants that you should recommend to every new gardener.



# Sustainability



## How to Plant the Eco+ Grandé Pot

Danny Mishek - Inventor of Eco+ Pot

Year Published - 2023

Length: 0:52

Link: <https://youtu.be/EWCrVsSFFds>

Learn how to plant our Eco+ Grande® containers right in your garden or container.



## Sustainability

Dave Konsoer -

Proven Winners Vice President of Sales

Year Published - 2023

Length: 1:36

Link: <https://youtu.be/YuJAX8G1Iq8>

At Proven Winners we believe it's our responsibility as leaders in the industry to seek out and invest in sustainable practices. This year there will be 3 million plant-based Eco+ Grande® containers on garden center benches across North America,

# Education

## Proven Winners University

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2024

Length: 1:07

Link: <https://youtu.be/il--WPaS2gY>

Proven Winners University is a learning tool for you and your staff...it is an easy way to continue learning throughout the

season. These short videos will help your staff be more knowledgeable and will also help increase your sales.



## Club Sprout

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2024

Length: 1:39

Link: <https://www.youtube.com/watch?v=VsxlI5M--YM&t=9s>

Get kids interested in gardening with our Club Sprout program

