



Bayer Advanced™ Scholars Program:

***ADVANCING YOUR SUCCESS***



In challenging economic times, making an investment in your people and staff is an even more critical necessity: **Bayer Advanced™** is committed to partnering with Independent Garden Centers to not only deliver exceptionally formulated products that you can make a profit on, but also to help deliver world-class training to your team. The American Nursery & Landscape Association is proud to work in conjunction with **Bayer Advanced™** for the second year to deliver the BAYER ADVANCED™ SCHOLARS program for the 2010 Management Clinic.

**25 full scholarships (\$550+ value) to the Management Clinic will be awarded.**

Scholarship package will include a full registration to the ANLA Management Clinic (Louisville KY, Jan 31 – Feb 3), a Muggets networking badge, and a private evening networking reception with ANLA leadership. (Attendee is responsible for transportation to/from and housing at the event.)

The Management Clinic is an unparalleled conference experience, featuring 60 educational programs in 3 days. The 2010 event will be highlighting sessions targeted specifically at creating business success in challenging times, including 2 new tracks of programming designed to help you turn PRODUCTS into PROFITS. A full educational program can be viewed at [www.managementclinic.org](http://www.managementclinic.org) when available in fall 2009.

Recipients will be selected based on geographic and business size diversity, creativity of responses, need, and a specific outlook/plan for making the most of business in Spring 2010. Businesses must be primarily a retail garden center to qualify. To direct help where help is most needed, a minimum of 50% of the scholarships will be offered to businesses who experienced sales declines overall (and/or in hardgoods/plant health category specifically) in 2009. Recipients are NOT required to be Bayer customers or current ANLA members in order to be eligible for the scholarship (though weighted preference may apply). Only one scholar from each applying company will be selected.

EACH application shall be accompanied by two photographs:

- a) a photograph of the applicant taken in front of the store or store sign
- b) a photograph of the plant health care division of the garden center

**Bayer Advanced™ and ANLA are thrilled to partner to direct educational resources toward deserving independent garden centers, helping to prepare for success and profitability in Spring 2010. Applications will be accepted via email ([access@anla.org](mailto:access@anla.org)) or FAX (1-800-284- 0233) until 11:59 pm EST Tuesday December 1, 2009. Recipients will be notified of their selection via email by Tuesday December 15, 2009.**



APPLICATION

BAYER ADVANCED™ SCHOLARS PROGRAM
2010 ANLA Management Clinic (Jan 31-Feb 3)



\*\*\*ALL INFORMATION WILL REMAIN COMPLETELY CONFIDENTIAL\*\*\*

Scholarship applications will be accepted via email (to scholarships@anla.org) or FAX (to 1-800-284-0233) with a deadline of 11:59 pm EST, Tuesday December 1, 2009. 25 Scholars will be notified of via email on December 15.

COMPANY NAME: ADDRESS:

PHONE:

INDIVIDUAL SCHOLAR NAME: TITLE:

Has he/she attended The Management Clinic before? # of years in the Green Industry:

INDIVIDUAL EMAIL ADDRESS:

\*Applications will not be complete unless accompanied by two photographs (physical entries or .jpg files accepted)

- a) a photograph of the applicant taken in front of the store or store sign
b) a photograph of the plant health care division of the garden center

BUSINESS INFORMATION:

GC / Annual Sales Volume (circle one):

Under \$1mil \$1mil-\$3mil \$3mil-\$5mil \$5mil-\$8mil \$10mil+++

TOTAL Garden Center Sales Increase/(Decrease) from FY2008 to FY2009 (AS A PERCENTAGE):

TOTAL Departmental Increase/(Decrease) in plant care/health solutions category (AS A PERCENTAGE):

\*\*If you had a decrease, is one of your goals to regain that category loss in future years?

OTHER than the overall economy, what specific threat do you feel is the biggest concern for your business in 2010?

What SPECIFIC changes to sales strategies, events, promotions, or stock are planned to make Spring 2010 a successful season? (detailed responses encouraged -- feel free to attach another sheet if necessary:)

**CONTROLS & SOLUTIONS CATEGORY - PRODUCT SELECTION & PROMOTION:**

Approximately how many SKUS do you carry in your controls / plant health solutions categories (includes: pesticides, insecticides, fertilizers, etc.) ? \_\_\_\_\_

What increase/decrease do you envision (number of SKUs) between spring 2010 and spring 2012? \_\_\_\_\_  
(please explain your response):

What **percentage** of your overall sales in the controls / solutions category is made up by your top 10 sellers?

Please **estimate**: what percentage of your total controls / health solutions category is sold through cross-merchandising in hotspots or with green goods (vs. stocked in main health department?) \_\_\_\_\_

Please describe any **specific** sales encouragement programs you offer (e.g., 'double your plant warranty' if you buy XYZ product, employee or team incentives based on specific tie in sales, etc?), and how they work:

**INDIVIDUAL INFORMATION:**

What other trainings/programs do you typically attend in a normal year?

What skills/unique attributes do you feel make you particularly great at your job?

In what area would you most like training / improvement?

*Thank you for your application to the Bayer Advanced™ Scholars Program! Please remember your application is not complete without **two photographs (physical entries or .jpg files accepted):***

- a) a photograph of the applicant taken in front of the store or store sign*
- b) a photograph of the plant health care division of the garden center*

Scholarship applications will be accepted via email (to [scholarships@anla.org](mailto:scholarships@anla.org)), FAX (to 1-800-284-0233),  
or mail: Attn: Bayer Scholarship, ANLA, 1000 Vermont Avenue NW, #300, Washington DC 20005.

**Deadline of 11:59 pm EST, Tuesday December 1, 2009. Scholars will be notified via email on December 15.**