

March 7, 2012

Judy Keisling  
President  
American Iris Society  
12119 Missouri Route A  
Liberty, MO 64068-8114

Dear Judy,

Kincaid Gardens is a wholly owned family business that traces its roots back to our passion for gardening. This passion led us into the design, development, and manufacturing of 100% Stainless Steel plant markers. Our plant markers feature a heavy duty design, captive plate, and our posts have nearly 3 times the tensile strength of other available plant markers. We have worked hard to earn a reputation for superior quality, outstanding customer service, and timely delivery. We distribute throughout the United States and Canada.

Kincaid Gardens has recently instituted a *Grow Your Rewards* program for local garden clubs and their members. Through this program members receive a *Reward Discount* of 50¢ per bundle of plant markers purchased – and their club receives a *Rewards* check of 50¢ per bundle for all the orders placed by their members. The enclosed *Grow your Rewards* flyer gives more information on this program.

In an effort to include national gardening organizations in the *Rewards* generated by affiliated clubs and members, we have expanded the *Grow Your Rewards* program to include a 50¢ per bundle rebate for the national organization. This rebate would be made on all bundles of product ordered by members in your affiliated clubs. A check for the *Reward* rebate would be issued twice a year on the same schedule as the checks released to the clubs.

To qualify for the *Rewards* rebate, we are asking national organizations to assist us in encouraging their clubs and members to participate in the *Grow Your Rewards* program at the local level. Your assistance in two areas would be appreciated.

First, we would like to have you place a logo of the Kincaid Gardens *Grow Your Rewards* program on your website. This link would direct your members to a page on our website explaining the *Rewards* program and how they can assist. You can review this page at <http://www.kincaidgardens.com/content.cgi?parentpage=&pageid=197>.

Second, we ask that you assist us in contacting all the clubs affiliated in your organization by providing us contact information or distributing our flyer to your member clubs directly.

Judy, we appreciate your consideration of this program and will be happy to answer any further questions you may have by phone or email.

Best wishes,

Gary Kincaid  
Kincaid Gardens

