




Take photos of your displays!

The deadline has passed for the 2017 "Merchandising Award of Excellence" contest, sponsored by **Super Floral** and **Syndicate Sales**, but you can enter displays created this spring and summer in the 2018 contest. We'll announce details in an upcoming issue. Watch for the winners of the 2017 contest in our August issue.

may

	SUN	MON	TUE	WED	THU	FRI	SAT
week 20	Mother's Day (USA and Canada)  14	15	Choose a theme for your First Day of Summer (June 21) display and order flowers and plants. 16	17	18	Create a display for Shavuot (May 30-June 1). 19	Armed Forces Day 20
week 21	21	Victoria Day (Canada) 22	Brainstorm with your team about your Halloween (Oct. 31) theme, and order merchandise. 23	24	Order patriotic merchandise for Independence Day (July 4, U.S.A.). 25	Offer your customers a month of rose specials for National Rose Month (June 1-30). 26	Ramadan (27-6/25) 27

june

	SUN	MON	TUE	WED	THU	FRI	SAT
week 22	28	Memorial Day  29	Shavuot (30-6/1) 30	Place your orders for Thanksgiving (Nov. 23). 31	National Rose Month 1	Upgrade bouquets and plants with miniature flags for Flag Day (June 14). 2	3
week 23	4	Create themed gift baskets for Father's Day (June 18). 5	6	Provide ready-made centerpieces for June-teenth (June 19) celebrations. 7	8	Brighten your department with a display for the First Day of Summer (June 21). 9	10
week 24	11	12	If you are a Teleflora member, plan for Teleflora Make Someone Smile Week (July 16-22). 13	Flag Day  14	Native American Citizenship Day 15	Transition your Flag Day display into a celebration of Independence Day (July 4, U.S.A.). 16	17
week 25	Father's Day 18	Juneteenth 19	Order themed gifts for Parents' Day (July 23). 20	First Day of Summer 21	22	Plan a promotion for Father-in-Law Day (July 30). 23	 24