



planning tips

MERCHANDISING AWARD OF
EXCELLENCE
SUPER FLORAL SYNDICATE SALES


Take photos of your displays!

Take photos of the merchandising displays you create this summer, and enter them in the 2018 "Merchandising Award of Excellence" contest, sponsored by **Super Floral** and **Syndicate Sales**. We'll announce details in an upcoming issue. On Page 24, see the winner and runners-up of the 2017 contest.

august

	SUN	MON	TUE	WED	THU	FRI	SAT
week 33	13	Resurrect Romance Week (14-20) 14	Order pink flowers and plants for National Breast Cancer Awareness Month (Oct. 1-31). 15	 16	Plan a celebration of Fair Trade Month (Oct. 1-31). 17	18	19
week 34	20	Cross-merchandise picnic items in your display for Labor Day (U.S.A., Canada, Sept. 4). 21	Plan a small display for Clergy Appreciation Day (Oct. 8). 22	Start planning your promotion for Valentine's Day (Feb. 14). 23	 24	Work with other departments to plan a promotion for Columbus Day (Oct. 9). 25	26

september

	SUN	MON	TUE	WED	THU	FRI	SAT
week 35	 27	28	Help your customers honor their grandparents for National Grandparents Day (Sept. 10). 29	30	Create a promotion for National Hispanic Heritage Month (Sept. 15-Oct. 15). 31	1	2
week 36	3	Labor Day (U.S.A., Canada) 4	Offer centerpieces for observances of Rosh Hashanah (Jewish New Year, Sept. 20-22). 5	Order gift items for National Boss Day (Oct. 16). 6	 7	Place your orders for Sweetest Day (Oct. 21). 8	9
week 37	National Grandparents Day 10	Patriot Day 11	Place signage in your department reminding customers to give flowers for Stepfamily Day (Sept. 16). 12	Brainstorm ideas for Mother-In-Law Day (Oct. 22). 13	Confirm your orders for Halloween (Oct. 31) and Día de los Muertos (Day of the Dead, Mexico, Nov. 1-2). 14	National Hispanic Heritage Month (15-10/15) National POW/MIA Recognition Day 15	Independence Day (Mexico) Stepfamily Day 16
week 38	Citizenship Day (Traditional)  17	Citizenship Day (Observed) 18	Celebrate the first day of autumn (Sept. 22) with a storewide fall festival. 19	Rosh Hashanah (Jewish New Year, 20-22). 20	International Day of Peace Al-Hijra/Muharram (Islamic New Year, 21-10/19). 21	First Day of Autumn Native American Day 22	23