

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 our October issue.

september

	SUN	MON	TUE	WED	THU	FRI	SAT
week 38	Citizenship Day (Traditional)  18	Citizenship Day (Observed) 19	Celebrate the First Day of Autumn (Sept. 22) with a storewide fall festival. 20	Rosh Hashanah (Jewish New Year, 20-22)  21	International Day of Peace Al-Hijra/ Muharram (Islamic New Year, 21-10/19) 22	First Day of Autumn Native American Day 23	
week 39		Collaborate with other departments for your display for National Breast Cancer Awareness Month (October). 24	Showcase your Fair Trade flowers as part of a promotion for Fair Trade Month (October). 26	Make a harvest-themed display for Sukkot (Oct. 4-11). 27	Order products for National American Indian Heritage Month (November). 28	Yom Kippur (29-30)  29	30

october

	SUN	MON	TUE	WED	THU	FRI	SAT
week 40	Fair Trade Month National Breast Cancer Awareness Month 1	Suggest flowers as gifts for Clergy Appreciation Day (Oct. 8). 2	Cross-merchandise in your display for Columbus Day (Oct. 9). 3	Sukkot (Oct. 4-11) 4	Promote National Boss Day (Oct. 16) and Sweetest Day (Oct. 21). 5	Transform your department for Halloween (Oct. 31) and Dia de los Muertos (Day of the Dead, Mexico, Nov. 1-2). 6	7
week 41	Clergy Appreciation Day  8	Columbus Day (observed) Thanksgiving Day (Canada) 9	Order patriotic-themed merchandise for Veterans Day (Nov. 11). 10	11	Columbus Day (traditional) Dia De La Raza (Day of the Race, Mexico) 12	Offer themed giftware for Mother-In-Law Day (Oct. 22). 13	14
week 42	15	National Boss Day  16	17	Make plans for an open house for Thanksgiving Day (Nov. 23), Hanukkah (Dec. 12-20) and Christmas Day (Dec. 25). 18	19	20	Sweetest Day  21
week 43	Mother-In-Law Day 22	23	United Nations Day  24	25	26	Start planning now for Easter (April 1) and Administrative Professionals Week (April 22-28). 27	28