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april '11

sunday	monday	tuesday	wednesday	thursday	friday	saturday
Palm Sunday  17		Passover (19-26)			Earth Day Good Friday	
Administrative Professionals Week (24-30) 24 Easter	Easter Monday (Canada) 18	19	Administrative Professionals Day 20	21	National Arbor Day 22	"Merchandising Award of Excellence" contest entry deadline 23
25	26	27	28	29	30	

may '11

sunday	monday	tuesday	wednesday	thursday	friday	saturday
Asian/Pacific-American Heritage Month Labor Day (Mexico) 1 May Day	PTA Teacher Appreciation Week (2-6) 2	NEA National Teacher Day 3		Cinco de Mayo/Battle of Puebla Day (Mexico)  5	National Nurses Week (6-12) National Nurses Day 6	7
Mother's Day (U.S., Canada)  8	9	Mother's Day (Mexico) 10	11	12	13	14
15	16	17	18	19	20	Armed Forces Day 21
22	Victoria Day (Canada) 23	24	25	26	27	28

weekly to-do list

April 17-23

- Refresh your **Easter** (April 24) display.
- Create a **May Day** (May 1) station with all the materials customers and their children need to create baskets for family and friends.
- Create a promotion for **PTA Teacher Appreciation Week** (May 2-6) and **NEA National Teacher Day** (May 3).
- Order flowers and plants for **Memorial Day** (May 30) observances.
- Plan a **National Rose Month** (June 1-30) promotion.

April 24-30

- Transition your Easter display into a promotion for **Mother's Day** (May 8, U.S. and Canada; May 10, Mexico).
- Create a festive display for **Cinco de Mayo** (Mexico, May 5).
- Create a display for **National Nurses Week** (May 6-12), and include flowers, plants, gifts and balloons.
- Send your entries to the 2011 "**Merchandising Award of Excellence**" contest by the April 30 postmark deadline.

May 1-7

- Refresh your **Mother's Day** (May 8, U.S. and Canada; May 10, Mexico) display with plenty of options for last-minute customers to grab and go.

May 8-14

- Order products for **Shavuot** (June 8-9).
- Order patriotic merchandise for a **Flag Day** (June 14) promotion.

May 15-21

- Create a display for **Memorial Day** (May 30), and include live and permanent designs and plants.
- Contact community groups to offer your floral services for **Juneteenth** (June 19) observances.
- Explore cross-merchandising opportunities as you plan displays for **Father's Day** (June 19) and the **first day of summer** (June 21).

May 22-28

- Publicize a month of rose specials for **National Rose Month** (June 1-30).
- Order themed merchandise for **Independence Day** (July 4).
- Start planning for **Thanksgiving** (Nov. 24), and order flowers, plants, balloons and other coordinating merchandise.

event spotlight

Cinco de Mayo - May 5

Cinco de Mayo/Battle of Puebla Day, a national holiday in Mexico, celebrates the anniversary of the Battle of Puebla in 1862, when Mexican troops defeated invading French forces. The holiday has become increasingly popular in the United States, with the celebrations focusing on Mexican culture, food and music. Offer your customers bright, colorful bouquets and arrangements, partyware, balloons, and giftware. This holiday offers cross-merchandising opportunities, too. Have in one place all the ingredients for a *Cinco de Mayo* party, including chips, salsa, avocados, margarita mix and your floral offerings. **sfr**

Be sure to enter your department's merchandising displays in the 2011 "Merchandising Award of Excellence" contest, sponsored by *Super Floral Retailing* and **Börger Systems**.



Enter as many displays as you like. The entry form is on Page 35 and online at www.superfloralretailing.com. Entry deadline for the 2011 contest is April 30.