





**Take photos of your displays!**

Take photos of the merchandising displays you create, and enter them in the 2017 "Merchandising Award of Excellence" contest, sponsored by **Super Floral** and **Syndicate Sales**. The entry form is on Page 40 and online at [www.superfloral.com](http://www.superfloral.com).

# february

	SUN	MON	TUE	WED	THU	FRI	SAT
week 7	12	13	<b>Valentine's Day</b> 	15	Cross-merchandise with other departments in your display for <b>The Oscars</b> (Feb. 26).	Create a party display for <b>Mardi Gras</b> (Feb. 28).	18
week 8	19	<b>Presidents Day</b>	Order giftware for <b>National Doctors Day</b> (March 30).	Order plants and accessories for <b>National Garden Month</b> (April 1-30). 	22	<b>Flag Day</b> (Mexico)	25

# march

	SUN	MON	TUE	WED	THU	FRI	SAT	
week 9	<b>The Oscars</b> 	Help shoppers honor the women in their lives with your <b>Women's Day</b> (March 8) display.	<b>Mardi Gras</b>	<b>Irish-American Heritage Month</b>  <b>Women's History Month</b>	1	Order merchandise for <b>Passover</b> (April 10-18).	Create a festive display for <b>Purim</b> (March 12).	4
week 10	5	Check your orders for <b>Easter</b> (April 16).	Plan a promotion for <b>Earth Day</b> (April 22). 	<b>Women's Day</b>	Cross-merchandise in your promotion for <b>St. Patrick's Day</b> (March 17).	Contact local businesses about your offerings for <b>Administrative Professionals Week</b> (April 23-29).	11	
week 11	<b>Daylight Saving Time</b> (2 a.m.) <b>Purim</b> 	Create a cheery promotion for the <b>first day of spring</b> (March 20).	14	Remind shoppers to celebrate their physicians for <b>National Doctors Day</b> (March 30).	15	16	<b>St. Patrick's Day</b> 	18
week 12	19	<b>First day of spring</b>  <b>Benito Juarez' Birthday</b> (Mexico, observed)	<b>Benito Juarez' Birthday</b> (Mexico, traditional)	22	Order supplies for May baskets for <b>May Day</b> (May 1).	23	24	25