

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 33 and online at www.superfloral.com/mae.

march

	SUN	MON	TUE	WED	THU	FRI	SAT	
week 11	Daylight Saving Time (2 a.m.) Purim 12	Create a cheery promotion for the first day of spring (March 20). 13	 14	Remind shoppers to celebrate their physicians for National Doctors' Day (March 30). 15			St. Patrick's Day  17	18
week 12	19	First day of spring Benito Juárez' Birthday (Mexico, observed) 20	Benito Juárez' Birthday (Mexico, traditional) 21	Transition your spring display into a promotion for Easter (April 16). 22	Order supplies for May baskets for May Day (May 1). 23	Collaborate with other departments for a NCAA Finals display . (April 1 and 3) 24	25	

april

	SUN	MON	TUE	WED	THU	FRI	SAT	
week 13	 26	Offer plants and accessories for National Garden Month (April 1-30). 27						April Fools' Day NCAA Final Four National Garden Month 1
week 14	2	NCAA Championship 3	Order novelty gift items for Teacher Appreciation Week (May 1-5). 4	Brainstorm with other departments for a promotion for Cinco de Mayo/Battle of Puebla Day (May 5, Mexico).  5		Place your orders for National Nurses Week (May 6-12). 7	8	
week 15	9	Passover (April 10-18). 10	Order supplies for Memorial Day (May 29). 11	Offer grab-and-go gift items for Administrative Professionals Week (April 23-29). 12	Promote your organic offerings for Earth Day (April 22). 13	Good Friday  14	15	
week 16	Easter  16	Easter Monday (Canada) 17	Income Tax Day Order supplies for May baskets for May Day (May 1). 18	Transition your Easter display into your promotion for Mother's Day (May 10, Mexico; May 14, USA and Canada). 19	Talk with your rose vendors about a promotion for National Rose Month (June 1-30). 20	Create a vignette for May Day (May 1). 21	Earth Day 22	