

planning tips

MERCHANDISING AWARD OF
EXCELLENCE
SUPER FLORAL SYNDICATE SALES

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

april

	SUN	MON	TUE	WED	THU	FRI	SAT
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
week 17	Administrative Professionals Week (April 23-29) 23	Order flowers and plants for Shavuot (May 30-June 1). 24	Create displays for Teacher Appreciation Week (May 1-5) and National Nurses Week (May 6-12). 25	Administrative Professionals Day 26	Include cross-merchandise items in your display for Cinco de Mayo/ Battle of Puebla Day (May 5, Mexico). 27	Arbor Day 28	29

may

	SUN	MON	TUE	WED	THU	FRI	SAT
week 18	“Merchandising Award of Excellence” contest deadline 30	Asian/Pacific American Heritage Month Labor Day (Mexico) May Day Teacher Appreciation Week (May 1-5) 1	National Teacher Day  2	Order flags and other patriotic merchandise for Flag Day (June 14). 3	Decide on your theme and order merchandise for Father's Day (June 18). 4	Cinco de Mayo/ Battle of Puebla Day (May 5, Mexico) 5	National Nurses Week (May 6-12) 6
week 19	7	Create a patriotic-themed vignette for Memorial Day (May 29). 8	9	Mother's Day (Mexico) 10	11	Contact local community groups and offer your services for Juneteenth (June 19) celebrations. 12	13
week 20	Mother's Day (USA and Canada)  14	15	Choose a theme for your First Day of Summer (June 20) display, and order flowers and plants. 16	17	18	19	Armed Forces Day 20
week 21	21	Victoria Day (Canada) 22	Brainstorm with your team about your Halloween (Oct. 31) theme, and order merchandise. 23	24	 25	Offer your customers a month of rose specials for National Rose Month (June 1-30). 26	27