

planning tips

MERCHANDISING AWARD OF
EXCELLENCE
SUPER FLORAL SYNDICATE SALES

Take photos of your displays!

Take photos of the merchandising displays you create this fall, and enter them in the 2018 "Merchandising Award of Excellence" contest, sponsored by **Super Floral** and **Syndicate Sales**. Enter at superfloral.com.

october

	SUN	MON	TUE	WED	THU	FRI	SAT
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

november

	SUN	MON	TUE	WED	THU	FRI	SAT
week 44	29	Create a display honoring National American Indian Heritage Month 30	Halloween 31	National American Indian Heritage Month All Saints' Day Dia de los Muertos (Day of the Dead, Mexico, 1-2) 1	Order candles and wreaths for Advent (begins Dec. 3). 2	Honor those who served with a display for Veterans Day (Nov. 11). 3	Kick off the holiday season with an open house for Thanksgiving (Nov. 23), Hanukkah (Dec. 12-20) and Christmas Day (Dec. 25). 4
week 45	Daylight Saving Time Ends (2 a.m.) 5	Order poinsettias for Poinsettia Day (Dec. 12), and roses for Guadalupe Day (Mexico, Dec. 12). 6	General Election Day 7	Brainstorm ideas for Mother's Day (May 13) and order merchandise. 8	9	Choose a theme and order flowers and plants for the first day of winter (Dec. 21). 10	Remembrance Day (Canada) Veterans Day 11
week 46	12	13	Plan a display for Kwanzaa (Dec. 26-Jan. 1). 14	15	Collaborate with other departments as you plan for New Year's Eve (Dec. 31). 16	17	18
week 47	19	Revolution Day (Mexico) 20	Refresh your display for Thanksgiving (Nov. 23). 21	22	Thanksgiving Day 23	Create a small display for Advent (begins Dec. 3). 24	Small Business Saturday 25