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## october '11

sunday	monday	tuesday	wednesday	thursday	friday	saturday
National Boss Day 16 	17	18	19	20	21	22
Mother-in-Law Day 23	United Nations Day 24	25	26	27	28	29

## november '11

sunday	monday	tuesday	wednesday	thursday	friday	saturday
30 Daylight saving time ends (2 a.m.)	Halloween 31	National American Indian Heritage Month (1-30) All Saints' Day 1 <i>Día de los Muertos</i> (Day of the Dead, Mexico, 1-2)	2	3	4 Remembrance Day (Canada)	5
6	7	General Election Day 8	9	10	Veterans Day 11	12
13 Revolution Day (Mexico)	14	15	16	17	18	19
20	21	22	23	24 Thanksgiving Day 	25	26

## weekly to-do list

- Oct. 16-22**
  - Create a promotion for *Día de los Muertos* (Day of the Dead, Mexico, Nov. 1-2), and include explanatory signage for customers unfamiliar with the holiday.
  - Order Advent calendars, wreaths, candles and other merchandise for a display marking the **first day of Advent** (Nov. 27).
- Oct. 23-29**
  - Plan your promotion for **Administrative Professionals Week** (April 22-28), and order flowers, plants, balloons and giftware.
- Oct. 30-Nov. 5**
  - Create a display for **Veterans Day** (Nov. 11).
  - Plan a display for **Poinsettia Day** (Dec. 12), and order plants in several colors and sizes to give customers plenty of options. Include signage that explains the history of Poinsettia Day.
  - Order roses for a **Guadalupe Day** (Mexico, Dec. 12) display. Consider including bilingual signage with your display.
- Nov. 6-12**
  - Get your department ready for **Thanksgiving** (Nov. 24), **Hanukkah** (Dec. 21-28) and **Christmas** (Dec. 25), and invite customers to a holiday open house, using your Facebook page, Twitter account, public-address system and bag stuffers to publicize the event.
  - Choose your theme for **Mother's Day** (May 13), and order flowers, plants, balloons, giftware and other merchandise.
- Nov. 13-19**
  - Create a display of products for the **first day of Advent** (Nov. 27). Consider offering Advent kits for families to create and use for their celebrations.
  - Plan a promotion for **Kwanzaa** (Dec. 26-Jan. 1), and order flowers, candles and other merchandise in the Kwanzaa colors of black, red and green.
  - Plan a party display for **New Year's Eve** (Dec. 31), and order merchandise. Discuss cross-merchandising possibilities with other store departments.
- Nov. 20-26**
  - Refresh your **Thanksgiving Day** (Nov. 24) display with centerpieces, bouquets, upgraded plants and balloons.

## holiday spotlight

### Nov. 11 - Veterans Day

Your customers may appreciate a display saluting our nation's veterans, especially if you are near a military base. According to the U.S. Department of Veterans Affairs, "Veterans Day is largely intended to thank living veterans for their service, to acknowledge that their contributions to our national security are appreciated, and to underscore the fact that all those who served—not only those who died—have sacrificed and done their duty." Include flowers by the stem or bouquets for customers to purchase as "thank you" for veterans. You can download and print free Veterans Day posters at [www.va.gov/opa/vetsday/gallery.asp](http://www.va.gov/opa/vetsday/gallery.asp). **sfr**

Be sure to enter your department's merchandising displays in the 2012 "Merchandising Award of Excellence" contest, sponsored by *Super Floral Retailing* and **Börger Systems**.



Enter as many displays as you like. Contest details and the entry form are on Page 35. You also can find the entry form online at [www.superfloralretailing.com](http://www.superfloralretailing.com).