**2019**

**JANUARY** - Put Yourself First! Creativity, Business and Work-Life Balance  
*American Floral Trends Forecast - Quarterly Update*  
Business Kickoff Issue: Set goals for 2019!  
Holiday/Season/Event: Valentine’s Day, Roses  
**Ad close:** 10/23/18 **Materials due:** 10/25/18

**FEBRUARY** - The Age of the Studio Designer - How Will Retail Re-emerge?  
Business: Branching Out into New Products and Services  
Holiday/Season/Event: Spring/Easter: Administrative Professionals Day/Week, Bulb Flowers/Plants, Balloons  
**Ad close:** 11/20/18 **Materials due:** 11/26/18

**MARCH** - Create with Intention - In life, Business and Design  
Business: Find Your Niche to Make It Big!  
Holiday/Season/Event: Prom, Mother’s Day, Gardening Trends  
**Ad close:** 12/20/18 **Materials due:** 12/26/18

**APRIL** - *American Floral Trends Forecast - Quarterly Update - Weddings*  
“Picture-perfect Weddings Contest” Winners  
Business: Marketing to Brides – Best Practices  
Holiday/Season/Event: Graduations and Recitals, Mother’s Day  
**Ad close:** 1/21/19 **Materials due:** 1/23/19

**MAY** - Sunset Style - Floral Design in the Mountain West  
Business: Setting and Managing COGS, Markups and Margins for Maximum Profitability  
Holiday/Season/Event: Summer Conventions and Gift Markets  
**Ad close:** 2/20/19 **Materials due:** 02/22/19

**JUNE** - Floral Design Matters - How We Heal, Unite and Celebrate with Flowers  
Business: Marketing: Stay with Your Customers for the Long Haul  
Holiday/Season/Event: Weddings  
**Ad close:** 3/20/19 **Materials due:** 3/22/19
JULY - Floral Couture - What’s Chic in Flowers for Design and Wearables
  *American Floral Trends Forecast - Quarterly Update - Christmas*
  Business: Finding Money in Specialty Floral Designs
  Holiday/Season/Event: Christmas in July; Summer Parties
  Ad close: 4/22/19  Materials due: 4/24/19

AUGUST - Modern Sympathy - How Flowers Fit with Changing Customs and Morés
  Business: How to Market and Grow Your Sympathy Business
  Holiday/Season/Event: Fall, Back to School
  Ad close: 5/20/19  Materials due: 5/22/19

SEPTEMBER - Fall and Winter Weddings
  Business: Make Sure You’re Profitable Doing Wedding Work
  Holiday/Season/Event: Halloween, Fall
  Ad close: 6/20/19  Materials due: 6/24/19

OCTOBER - Holiday and Corporate Parties and Events
  Business: Public Relations: Very Intentional PR and Marketing Agendas
  How to Add Value to Your Customers’ Events
  Holiday/Season/Event: Thanksgiving, Christmas
  Ad close: 7/22/19  Materials due: 7/24/19

NOVEMBER - French Provençal Design - Mediterranean Floral Design in Wedding, Event and Sympathy Work
  Business: Upgrading Your Website. Why It Pays to Stay Current
  Holiday/Season/Event: Thanksgiving, Christmas
  Ad close: 8/20/19  Materials due: 8/22/19

DECEMBER - Christmas Trends 2020
  Business: Gearing Up for Spring. What Do I Need to Do to Get Ready?
  Holiday/Season/Event: Christmas, New Years
  Ad close: 9/20/19  Materials due: 9/24/19