On My To-Do List

FEBRUARY 2016

Twitter, Facebook posts | *Calls to b-days, anniversaries* | *Change website products to reflect buying trends* | *Attend networking event*

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Super Bowl 	2 Groundhog Day	3 Cooler maintenance check	4 Meal service schedule for VDay	5 Schedule VDay week social media posts	6 Promo: Discounts on early orders
7 Prep ribbons, cards, containers	8 All hands meeting: Logistics	9 Promo: Early delivery incentives	10 ASH WEDNESDAY Meet with Temp drivers	11 Set out "Last Minute" menu for walk-in customers	12 Get change for holiday 	13 Remind customers: We're open Sunday!
14 VALENTINE'S DAY 	15 PRESIDENT'S DAY	16 Notes on VDay: Pre-holiday prep	17 Notes on VDay: Seasonal help	18 Notes on VDay: Customer service	19 Notes on VDay: Delivery	20 Double check: All online reviews responded to?
21 Register for SAF's Congressional Action Days, March 14-15, **safnow.org/events-education**	22 Staff thank you lunch	23 Edit Mother's day images for website	24 Create Mother's Day file 	25 Schedule vehicle maintenance	26 Refresh in-store displays	27 SAF 1-Day Profit Blast, Austin, **safnow.org/events-education**
28 Edit Easter Passover images						



MANY THANKS to Lori Wheat, AAF, of Lafayette Florist, Gift Shop and Garden Center, for helping out with our swansong edition.

I RECOMMEND: HIRING BY PERSONALITY

Ardith Beveridge, AAF, AIFD, PFCI, CAFA, MSF, Director of Education, Koehler & Dramm's Institute of Floristry, Minneapolis, Minnesota



Watch for new employees — year-round and holiday help — everywhere. One time at a car wash, a friend saw a woman working very hard. She gave her a card and asked her to come in for an interview. Ask employees for recommendations and give a "finder's reward" for anyone who stays on six months or more. Take the time to teach and train people properly once you hire them. If you put people to work without the proper training, they're going to make mistakes and become frustrated. Or you'll become frustrated. Either way, the relationship ends. Start new people on the ground floor and implement a schedule for what is taught and when, and who is in charge of that training. Provide opportunities for them to learn about the industry, even if topics are outside of their immediate area. Our sales and office staff take floral design classes. It's beneficial for them to see how our products are used and cared for. Always remember when you're placing an ad or interviewing that you can teach a good candidate flowers. Look at their personal skills, their values and work ethic — the things you can't necessarily teach.