

## SQE Professional

### May 2017 ISSUE

**Deadline: March 20, 2017.**

VDTA•SDTA Convention Review; Mother's Day Projects; Spring Q.M. Showcase; Spotighting needles & thread;  
*Bonus Distribution:* Spring Quilt Market

### June 2017 ISSUE

**April 20, 2017.**

Tracking new patterns; Embroidery; Summer community involvement

### July 2017 ISSUE

**May 25, 2017.**

Fashion sewing; Notions showcase; VDTA•SDTA dealer guest authors

### August 2017 ISSUE

**June 20, 2017.**

Back to school projects; How to prepare for Sewing Month; Education showcase (books, videos, patterns).

### 2017 Niagara Show Guide

**August 1, 2017**

### September 2017 ISSUE

**July 20, 2017.**

Int'l Sewing Month; Youth sewing; Summer dealer meetings reviewed; Furniture showcase.

*Bonus Distribution:* VDTA•SDTA Summer Niagara Show

### October 2017 ISSUE

**August 15 2017. Deadline early due to Niagara Show**

Halloween projects; Fall Quilt Market Showcase.

*Bonus Distribution:* Fall Quilt Market

### November 2017 ISSUE

**September 20, 2017.**

Educator Yearbook 2017; Happy Holiday ads, Holiday decoration ideas; Projects for Christmas; Winter sales ideas; Holiday gifts Showcase.

### December 2017 ISSUE

**October 20, 2017.**

Christmas Issue; 2018 VDTA•SDTA Convention preview.

### January 2018 ISSUE

**November 20, 2017.**

New Years business resolutions and goals; 2018 VDTA•SDTA Convention preview.

### February 2018 ISSUE

**December 15, 2017. Deadline early due to holidays.**

2018 VDTA•SDTA Convention preview.

### March 2018 ISSUE

**January 20, 2018.**

VDTA•SDTA Convention preview.

### 2018 Charlotte Showguide: **January 6, 2018**

### April 2018 ISSUE: **Show issue. February 20, 2018.**

Deadline will be **strictly effected.** *Bonus distrib. at Charlotte show.*

## FloorCare/Central Vac Professional

### May 2017 ISSUE

**Deadline: March 20, 2017.**

VDTA•SDTA Convention Review cont. with exhibitor reviews, dealer photos, etc.; Hardware Show  
*Bonus Distribution:* Hardware Show

### June 2017 ISSUE

**April 20, 2017.**

Selling at fairs & festivals; How to profit at home show sales; housewares new product showcase

### July 2017 ISSUE

**May 25, 2017.**

Basics of selling central vacs; Pet product showcase; VDTA•SDTA dealer guest authors

### August 2017 ISSUE

**June 20, 2017.**

Past VDTA/Epstein Scholarship winner updates; Green cleaning features and products.

### 2017 Niagara Show Guide

**August 1, 2017**

### September 2017 ISSUE

**July 20, 2017.**

How to promote fall cleaning products to customers; Impulse buys showcase.

*Bonus Distribution:* VDTA•SDTA Summer Niagara Show

### October 2017 ISSUE

**August 15, 2017. Deadline early due to Niagara Show**

Holiday gift giving ideas; Vacuum cleaner showcase.

### November 2017 ISSUE

**September 20, 2017.**

Happy Holiday ads, Holiday decorating ideas; Selling commercial floorcare products & janitorial supplies; Winter sales ideas; Holiday gifts showcase.

### December 2017 ISSUE

**October 20, 2017.**

Christmas Issue; 2018 VDTA•SDTA Convention preview.

### January 2018 ISSUE

**November 20, 2017.**

New Years business resolutions and goals; 2018 VDTA•SDTA Convention preview.

### February 2018 ISSUE

**December 15, 2017. Deadline early due to holidays.**

2018 VDTA•SDTA Convention preview.

### March 2018 ISSUE

**January 20, 2018.**

VDTA Convention preview; Spring Cleaning Month;

### 2018 Charlotte Showguide: **January 6, 2018**

### April 2018 ISSUE: **Show issue. February 20, 2018.**

Deadline will be **strictly effected.** *Bonus distrib. at Charlotte show.*