

# EDITORIAL CALENDARS

\*subject to change  
\*\*deadlines in red

## SQE Professional

### April 2017 ISSUE

**February 25, 2017.**

VDTA•SDTA Convention Review.

### May 2017 ISSUE

**March 20, 2017.**

VDTA•SDTA Convention Review cont.; 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 20, 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).

### September 2017 ISSUE

**July 20, 2017.**

International Sewing Month; Youth sewing, Summer dealer meetings reviewed; Furniture & accessories showcase.

### October 2017 ISSUE

**August 20, 2017.**

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.**

2018 VDTA•SDTA Convention preview.

### March 2018 ISSUE

**January 20, 2018.**

VDTA•SDTA Convention Showcase. *Bonus Distribution: VDTA•SDTA Trade Show & Convention*

### 2018 Showguide

**January TBA, 2018**

## FloorCare/Central Vac Professional

### April 2017 ISSUE

**February 25, 2017.**

VDTA•SDTA Convention Review.

### May 2017 ISSUE

**March 20, 2017.**

VDTA•SDTA Convention Review cont. featuring exhibitor reviews, dealer photos, etc.; Hardware Show Showcase; *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 20, 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.

### September 2017 ISSUE

**July 20, 2017.**

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

### October 2017 ISSUE

**August 20, 2017.**

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.**

2018 VDTA•SDTA Convention preview.

### March 2018 ISSUE

**January 20, 2018.**

VDTA Convention Showcase; Spring Cleaning Month; *Bonus Distribution: VDTA•SDTA Trade Show & Convention*

### 2018 Showguide

**January TBA, 2018**