

2019 Sales Calendar

Quarter Month	WK #	Week	Holidays	Sales Academy	Meetings/Webinars	Mid-Yr Mtg	Year End	Focus Week Outreach Program	Special Focus	WK #		
1 st Quarter	January	1	17-Dec	✓				Special Incentive		1		
		2	24-Dec	12/25 Christmas Day	✗					2		
		3	31-Dec	1/1 New Year's Day	✓ N					3		
	February	4	7-Jan		✓				Trainmore 1		4	
		5	14-Jan		✓ N						5	
		6	21-Jan	1/21 MLK	✓						6	
		7	28-Jan	2/1 Wear Red Day	✓ N				Trainmore 2		7	
		8	4-Feb		✓	Agency Owner Meeting (02/05–02/08)				World Cancer Day 2/4		8
	March	9	11-Feb	2/14 Valentine's Day	✓ N						9	
		10	18-Feb	2/18 President's Day	✓	TMK Achievement Awards (02/21–23) FHLA 201 (02/18–19) FHLA 101 (02/20–22)					Heart Awareness Month	I Dare You!
		11	25-Feb		✓ N						11	
		12	4-Mar		✓				Trainmore 3		12	
		13	11-Mar	3/17 St. Patrick's Day	✓ N							13
2 nd Quarter	April	14	18-Mar	✓							14	
		15	25-Mar		✓ N	Growth Council (03/26–29)					15	
		16	1-Apr		✓				Trainmore 4 – PPW		16	
	May	17	8-Apr		✓ N	National Webinar (04/08)					17	
		18	15-Apr	4/21 Easter	✓						18	
		19	22-Apr		✓ N						19	
		20	29-Apr	5/2 Nat'l Prayer Day	✓				Trainmore 5		20	
June	21	6-May	5/12 Mother's Day	✓ N						21		
	22	13-May		✓						22		
	23	20-May		✓ N	Agency Owner Webinar (05/24)					23		
	24	27-May	5/27 Memorial Day	✓	Chicago Reg. Closes (05/27)					24		
	25	3-Jun		✓ N				Trainmore 6		25		
	26	10-Jun		✓						26		
3 rd Quarter	July	27	17-Jun	6/16 Father's Day	✓ N					27		
		28	24-Jun		✓					28		
		29	1-Jul	7/4 Independence Day	✗	Chicago (07/03–07/06)				29		
	August	30	8-Jul		✓				Trainmore 7		30	
		31	15-Jul		✓ N						31	
		32	22-Jul		✓	FHLA 101 (7/22–24) FHLA 301 (7/25–26)					32	
		33	29-Jul		✓ N				Trainmore 8		33	
		34	5-Aug		✓					Knock Out		
		35	12-Aug		✓ N						35	
September	36	19-Aug		✓						36		
	37	26-Aug		✓ N						37		
	38	2-Sep	9/2 Labor Day	✓	Growth Council (09/03–06)					38		
	39	9-Sep		✓ N				Trainmore 9		39		
4 th Quarter	October	40	16-Sep		✓	National Webinar (09/20)				Life Awareness Month		
		41	23-Sep		✓ N	Agency Owner Training Meeting (09/24–26)					41	
		42	30-Sep		✓						42	
	November	43	7-Oct		✓ N				Trainmore 10		43	
		44	14-Oct	10/14 Columbus Day	✓						44	
		45	21-Oct		✓ N	FHLA 101 (10/23–25)					45	
		46	28-Oct		✓	FHLA 201 (10/28–29)					46	
		47	4-Nov		✓ N						47	
		48	11-Nov	11/11 Veterans Day	✓				Trainmore 11 FW – 30 th Anniversary		48	
		49	18-Nov		✓ N						49	
December	50	25-Nov	11/28 Thanksgiving Day	✗						50		
	51	2-Dec		✓ N						51		
	52	9-Dec		✓				Trainmore 12		52		