



THE CLASS CONNECTION

Michaels[®]

September/October 2007

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Class Marketing Department
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Personal Orders from the Wilton Yearbook
Retail Customer Service: 1-800-794-5866
(Your order must be charge only and you must mention that you are a Wilton Instructor **before** placing the order to receive your 40% discount). **IF MAILING IN AN ORDER, DO NOT SEND CASH OR ATTACH COINS!**

The Training Team
1-800-772-7100 x 2837 trainingteam@wilton.com
The Recruiting Team
1-800-772-7100 x 2812 recruiting@wilton.com

Michaels Team Website
http://www.geocities.com/wiltonmichaels/michaels_team.html

Wilton Method Instructor Website:
<http://wmi.wilton.com>
Password & username - wiltonmethod

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I cannot believe that FALL is just around the corner! It seems that SUMMER just started, but stores are already decorated in orange and black and they will soon be red and green.

Be sure that you have communicated your class dates to your EC and store and that the sign in sheets are in the book and ready for your students.

Follow the start dates listed on the next page, but remember that you never run a class on a holiday. Even if the store is open, it may close early. Work with the store and your students to avoid any problems.

I am in urgent need of instructors in Lebanon, PA and Knightdale, NC. I also need instructors in Warrington, PA, Lexington, KY, and many stores in Michigan. If you can help, please contact me.

*Thanks,
Barbara*

WILTON HONORED AS MICHAELS VENDOR OF THE YEAR!

We are so pleased to announce that Wilton was honored at the Michaels annual vendor conference in August as "Vendor of the Year." Wilton is one of only two vendors to receive this honor twice. This distinction is a direct result of the amazing teamwork involved in making the Wilton program at Michaels a success. From product to classes, we are a model for others to follow. Congratulations to us all!

THE GIFT OF CLASS!



Use the Gift of Class flyer included in this newsletter to increase your student enrollment this year. It's a great way to suggest classes for gift giving this holiday season.

PLEASE CHECK YOUR EMAIL FREQUENTLY!



UPCOMING WILTON/MICHAELS CLASS SCHEDULE

CORPORATE CORNER

<u>Month</u>	<u>Classes Start</u>	<u>Promotion**</u>
October	10/7/07	40% Off
November	11/4/2007	40% Off
December	12/2/2007	50% Off
January	1/6/2008	50% Off

Mandatory Class Preview Dates:

Saturday September 29, 2007 1-4 pm
Saturday November 17, 2007 1-4pm

****Ads run the week before and the week of the class start week**

HOLIDAY CLASS COVERAGE

The holidays will soon be upon us. You should be planning ahead for your classes. Classes should always be scheduled and offered every month even during the holidays. You will need to work with your store to make sure all classes are covered and that your schedule is not interrupted. As a store employee, you should consult with the store before taking any time off.

ADD'L INFO ON THE EXTRA DEMO INCENTIVE

To qualify for the \$30 Wilton Gift Certificate quarterly incentive for extra demos, you must:

- Do at least one 2 hour extra demo each month during each quarter. Upcoming quarters for this incentive are as follows:
July/August/September
October/November/December
- Track on time and correctly every month
- Use the Extra Demo Form to report your demos and fill in all information.
- Forms must be turned in by the end of the month. Your supervisor will need to have the September Demo forms by the first week of October and the December forms by the first week of January.

Reminder – Mandatory Class Previews do not count toward this incentive!

A New Era Begins for Wilton!

As reported in the recent DOI newsletter, Wilton Industries was purchased on August 1st. The official press release listed the technical details, but here it is in a nutshell for you: Wilton Industries was acquired with other leading companies in the craft industry to create a new, larger corporate structure called "Wilton Products Inc." Wilton Enterprises is a division of the new company. Wilton Products Inc. will be headquartered at the existing Wilton corporate offices in Woodridge, IL.

What does this mean for you as a WMI? It's good news! As a larger company, Wilton now has more resources to expand into new product categories and further develop the core cake decorating business. Anything that helps grow the business helps grow classes. Day to day operations for Wilton Enterprises and Wilton Method Instructors remain unchanged.

Remember the "Power of One" and the "Power of Innovation" from your instructor meetings? Now is the time for all us to put those ideas into action. For our part, we are continuing to improve our procedures to make your life easier and make our classes more exciting - watch for updates as these plans are put into action. For your part, we need you to continue doing what you do best - be the Wilton advocate in your store and work to grow your enrollment.

The Wilton team is stronger than ever, and we are so happy that you're a part of this exciting new era for Wilton!

AUTHORIZED WILTON CLASSES

At Michaels, the only courses that should be taught by a WMI are the approved Wilton courses with official Wilton guidelines. These are the only courses listed in the Michaels payroll and registration systems. And, at no time should any courses be combined and taught at the same time. WMIs are expected to teach from the guidelines only.

For a complete list of approved classes, visit the team website. Please contact your Wilton supervisor for any questions you may have regarding this.

EXCITING NEWS - ONLINE
STUDENT SURVEY FOR WILTON
CLASSES!

Wilton is very excited to announce that we now have an official format for collecting feedback from your Wilton Method students! The information from this survey will give us valuable feedback not only on a students' experience at store level, but also on the Wilton curriculum. We plan to use this information for developing future course content and improving store operations. We'll also find out what's really working and share ideas with you on how you can make these student suggestions work for you.

Beginning September 1st, please direct all of your Wilton students to:

<http://studentfeedback.wilton.com>

This short survey will ask for basic information about them and the location of their classes (please note that we are only asking for the name of their instructor to confirm the store location, as many cities have multiple locations of the same chain stores). A PDF of the survey contents can also be found on the Wilton Method website, <http://wmi.wilton.com>.

The more students that respond to this survey, the better! Please encourage them to fill out a survey for every course they take and assure them that their feedback will be put to very good use. If you have any questions about this survey, please contact your Wilton Supervisor.

CLASS PREVIEW DEMO REMINDER

We have two upcoming Class Preview Demos this fall which are mandatory, September 29th and November 17th. The outline for the November demo is in this newsletter. September was in the July/August newsletter. Both outlines can be found at the Wilton/Michaels website.

If there is more than one WMI at your store, only one of you can be paid the \$50 Class Preview Demo Fee for doing the demo.

WHAT DOES IT MEAN TO BE AN
ACTIVE WMI?

To be an active WMI, you must be offering classes on a regular basis, tracking correctly and on time every month, participating in the Michaels Extra Demo Program, doing the mandatory Class Preview Demos and attending the AIM's and Seminars where possible.

You cannot remain active and be a backup instructor only. After three months, Michaels cannot carry you on payroll, and if you are not on payroll, you cannot teach. Therefore, you will not be able to remain active.

Make sure that you don't fall into the Inactive category, get your schedule into the store and on the store calendar.

ARE YOU TRACKING CORRECTLY?

When you are filling out your tracking forms, do you know what you should be marking for the various classes that you teach?

We know with so many changes, it can get a little confusing. Here's what you should be marking or writing in for the classes that you teach.

- **Course 1, 2, 3** all have the space marked accordingly.
- **No class offered** should be filled in if you did not offer any classes, but also requires that you list in the comment section why no class was offered and if it was approved by your store.
- **2-session class** should never be filled in by a Michaels Instructor because we do not offer that class.
- **Project Classes** should be marked by the appropriate class type listed, unless it is not listed.
- **For any class that is not listed**, use **Other** and follow the directions in the next bullets.
- **Cupcakes 'n More** classes should be written in at the Other class space specified as **Cupcakes & More**.
- **Fondant and Gum Paste** should be written in at the Other class space specified as **MFGP**.
- **Kakes for Kids** should be written in the Other class space specified as **KAKE**.

If you have any doubt, please contact your supervisor.

**CONGRATULATIONS TO THE 2ND
QUARTER FGP ENROLLMENT CONTEST
WINNERS!**

The following stores and instructors had the highest average Fondant and Gum Paste enrollment in their zone during the 2nd quarter. And, they were able to do that by still offering Course 1 each month, way to go!

STR#	LOCATION	WMI NAME
8817	Arlington, TX	Belinda Rodela
1591	Bakersfield, CA	Carol Powers Grace Simental
2012	Burlington, VT	Sharon Winn
5818	Jacksonville, FL	Jody Nichye
5806	Anchorage, AK	Ivy Williams Jennifer King Bonnie Duncan
5802	Joliet, IL	Deanna Hood

GOAL POINTS VS. GIFT CERTIFICATES

There still seems to be some confusion on the difference between Goal Points and Gift Certificates and how they are earned and redeemed.

Goal Points are earned by teaching each month, tracking correctly and on time and reaching your enrollment goal. You have a goal for each month which is 10% over last year's enrollment during the same month (minimum of 12). For each store you teach and reach the goal, you will receive 10 Goal Points. They may be redeemed using the form that you receive with the Goal Points for exclusive gifts, or to order Wilton Gift Certificates.

Gift Certificates can be earned in the Enrollment Excellence Program by reaching student numbers of 100, 200, 300, 400 and so on, the Michaels Quarterly Demo Incentive or the Store/WMI Fondant and Gum Paste Special Enrollment Incentive. You redeem Gift Certificates by using the WMI Incentive Program Form you receive when you receive Gift Certificates. You can also use Gift Certificates to order Wilton products with your 40% discount.

Please be aware that these are non-transferable and do have expiration dates.

Check out the great new Halloween product coming to Michaels in September. ➡ ➡ ➡ ➡

WILTON/MICHAELS 2007 HALLOWEEN ASST

Stock #	Description	USRetail
1912-1288	HARVEST PARTY BAGS	1.99
1912-2126	SMILING PUMPKN SHPD BAG W DRST	1.99
1912-2352	GLOWING PUMPKINS PARTY BAGS	1.99
1912-2389	HAPPY HAUNTERS TREAT BAG	1.99
2104-6385	06 MICHAELS HWN CNDY KIT	9.99
2104-TBD	HALLOWEEN HOUSE GB KIT 2007	9.99
2104-TBD	HALLOWEEN PUMPKIN COOKIE KIT	9.99
2105-1540	HLW 6 CAV NS MINI CAKES PAN	6.99
2105-4877	6 CAVITY SILICONE GHOST PAN	9.99
2105-4878	6 CAVITY PUMPKIN SHAPED SILICONE PAN	9.99
2109-TBD	PURPLE CANDY MELTS 15CT	2.49
2109-TBD	BLACK CANDY MELTS 15CT	2.49
2113-9216	HAPPY HAUNTERS FUN PIX	1.99
2115-1436	HAPPY HAUNTERS LOLLIPOP MOLD	1.99
2115-1750	SMILING PUMPKIN LOLLIPOP MOLD	1.99
2115-1783	MUMMY PRETZEL CANDY MOLD	1.99
2304-9220	SPOOKY CUTTERS 10PC	3.99
2308-1211	6PC HWN MINI METAL CC SET	2.99
2308-1217	6PC HARVEST MINI METAL CC SET	2.99
2308-1319	ORANGE 3IN METAL TURKEY COOKIE CTR	0.79
2308-1406	JACK-O-LANTERN STENCIL-A-CKIE	1.99
2308-1413	BAT STENCIL A COOKIE	1.99
2308-2000	LEAVES&ACORNS CTTR SET	5.99
2308-4002	HALLOWEEN IMPRINT COOKIE CUTTER SET	6.99
2310-600	COMFORT-GRIP PUMPKIN	2.99
2310-630	COMFORT GRIP WITCH'S HAT CC	2.99
2310-642	COMFORT GRIP MAPLE LEAF CUTTER	2.99
2311-257	HLW 4PC GRIPPY BAGGED SET	3.99
415-1212	CUPCAKE BOX 3 PACK HPY HAUNTERS	2.99
415-2160	HARVEST STD BAKING CUPS 75CT	1.99
415-324	SMILING PUMPKIN STD CUP 75CT	1.99
415-417	HARVEST MINI BAKING CUPS 100CT	1.99
415-9430	WITCH SILI-FEET BAKING CUPS	9.99
415-961	HAPPY HAUNTERS STD CUPS 75CT	1.99
415-962	HAPPY HAUNTERS MINI CUP 100CT.	1.99
417-499	HLW MINI STNCIL SET 8PC	1.99
509-226	WHITE GHOST METAL 3IN	0.79
509-227	ORANGE PMPKN METAL 3IN	0.79
509-315	3" BLACK SCAREDY CAT MTL CTTR	0.79
509-316	3" METAL PURPLE BAT CUTTER	0.79
601-3010	HALLOWEEN 2 COLOR KIT	2.99
609-101	HALLOWEEN FOODWRITER 2 PK	3.99
710-182	HALLOW PUMPKIN MIX	1.99
710-185	HALLOWEEN 6CELL MIX	5.99
710-3003	AUTUMN LEAVES ICING DECS	1.99
710-456	PETITE TRICKS N TREATS IC DECS	1.99
710-458	HALLOWEEN MARSHMALLOW TOPPERS	1.99
710-565	JUMBO LEAVES SPRINKLES	3.99
710-566	JUMBO PUMPKIN SPRINKLES	3.99
710-567	JUMBO GHOST SPRINKLES	3.99
710-584	HALLOWEEN NONPAREILS	1.99
710-7200	SMILING PUMPKIN ICING DECS	1.99
710-751	AUTUMN TALL 6CELL SPRINKLE MIX	5.99
710-787	LEAVES SPRINKLES	1.99

MICHAELS CLASS PREVIEW WILTON DEMO OUTLINE FOR: Saturday November 17, 2007, 1-4pm

DEMO OVERVIEW – HOLIDAY TREATS FEATURING COURSE 1 TECHNIQUES!

- To support the Holiday assortment and promote your Course 1 classes (the CORE of the Wilton program!), your class preview demo will feature the treats of your choice decorated for the season, featuring basic techniques.
- Your store received a 13ct Cupcakes & More stand for the September 2006 demo. If you'd like, you can use this stand again.
- Make sure all Wilton classes in your store are on the calendar and that registration information is in the class sign up book prior to the demo. Since every store only gets 1 class preview demo, no matter how many WMIs teach at your store, you should promote ALL Wilton courses offered at your store, no matter who teaches them. **Use this opportunity to fill December 4-week classes and all of your holiday project classes!**
- This is a Class Preview Demo event – you will be paid \$50 by your store.
- Reminder: If you decide to create a display during this demo, you will be paid for the demo and not for a display.

WHAT TO BRING – Choose your treat!

- You choose the treat - bring either 24 cupcakes or 24 cookies (at least 3" in diameter).
- **Store-Use Product:** 1 ea Wilton White Decorator Icing, 1 ea Christmas Confetti Sprinkle Mix, 1 ea Christmas Marshmallow Toppers, 1 ea Wilton Holiday Baking Cups (only if you select cupcakes - choose between the Gingerbread Boy, Snowman, or Snowflake patterns). Store use product is property of the store. Talk to your EC about what to do with any product left over after the demo.
- The appropriate icing colors, tools and supplies needed for the ideas you select.
- Apron, name badge, and class information and interest sheets for all Wilton courses at your store.

DEMO OUTLINE

- Smile! Your friendly face will make everyone stop to see what the fun is all about.
- Set up your demo area to allow enough workspace for your treats and the stand. Make sure you leave room to display the 2008 Yearbook, lesson plans, class information and store calendars. It's also a good idea to display a student kit and a filled tool caddy to get customers interested in the class product.
- **Don't forget to select some items from the holiday assortment to display as well. Here are some key items to feature:**
 - The **13ct. and 23 ct. Cupcakes & More Stands** will have special holiday wraps on the boxes – a great tie-in to your decorated treats!
 - An annual favorite, **Michaels has FIVE Wilton Gingerbread Kits this year**, including the brand new **Nativity Kit!**
 - Christmas is candy-making season, so make sure everyone knows about the **Ultimate Christmas Candy Kit!**
- The focus of the demo is holiday treats decorated with basic Course 1 techniques. Choose one or two ideas and repeat them on multiple cupcakes or cookies. For inspiration and ideas, refer to holiday treat ideas in your Wilton Yearbooks, or the ideas shown on the various Wilton holiday packages.
- **Remember, don't explain everything you're doing** – just whet their appetite and let them know they can learn the entire technique in one of your classes.
- Be sure to talk up your classes as you interact with customers. Repeat your message as you repeat your techniques - you should always be pushing your classes in every demonstration that you do!
- Don't forget to have fun – if customers see how much you love what you do, they will want to take your class!
- **For more details on performing an effective demo, contact your Wilton Supervisor right away!**





THE GIFT OF CLASS

Perfect for every occasion!

GIVE THE GIFT OF CLASS –
A WILTON CAKE DECORATING CLASS!



The Wilton Method
OF CAKE DECORATING

JUST PURCHASE A WILTON STUDENT KIT AND
A MICHAELS \$25 GIFT CARD –
YOUR FAVORITE CRAFTER CAN ENJOY A
WILTON CAKE DECORATING COURSE
AT MICHAELS!

And don't forget to put the Gift of Class on your own wish list!