



# THE CLASS CONNECTION



July/August 2009

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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).

**Michaels Team Website**  
[http://www.geocities.com/wiltonmichaels/michaels\\_team.html](http://www.geocities.com/wiltonmichaels/michaels_team.html)

**Wilton Method Instructor Website:**  
<http://wmi.wilton.com> username/password - [wiltonmethod](#)

**Instructor Support Materials and Tracking orders website**  
<http://wilton.echosystem.net> username – 8 digit WMI # and password - [wiltonmethod](#)  
[trainingteam@wilton.com](mailto:trainingteam@wilton.com) 1-800-772-7100 x 2837  
[recruiting@wilton.com](mailto:recruiting@wilton.com) 1-800-772-7100 x 2812

## INSIDE THIS ISSUE

- ✓ Updated Class Schedule!
- ✓ Guide to WMI Websites!
- ✓ Fall 2009 Product Preview!
- ✓ PEP Talk!

... and much More!

**PLEASE CHECK YOUR EMAIL AND THE MICHAELS TEAM WEBSITE FREQUENTLY!**

Hi Everyone!

I hope you are all enjoying the wonderful summer weather.

I'm still looking for help in several areas. If you have someone you can recommend, contact me with their name and phone number and I will get in touch with them.

In Michigan - Benton Harbor, Jackson, Midland and Walker. In Ohio – Beachwood and several stores in the Cincinnati area. Fayetteville, NC, Bluffton, SC, Lexington, KY and Chambersburg and Warrington, PA.

**REMINDER:** You must send at least one tracking form in to me and Wilton after the first week of class every month **no matter what**. This is the only way we know what is happening in your store. **You must fill in all the bubbles and boxes including the month, start date, student count and course offered.** If the class does not run, you must completely fill out a form for each course scheduled. If no course is scheduled, you must fill out a form listing the month and year and **“no class offered”** and remember I need comments for everything.

Thanks, *Barbara*

## **AIM-Train Reminder!**

Have you requested an invitation yet? Don't delay! Visit <http://wmi.wilton.com>. You can request a city even it if says TBA. If you have any questions, contact Jenny on the AIM-Train help line at 866-274-9748.

Trust us; you don't want to miss these events. Request your invitation today!



## UPCOMING WILTON/MICHAELS CLASS SCHEDULE

## CORPORATE CORNER

We're halfway through the year, and enrollment continues to increase – great job everyone! Let's keep the momentum going as we gear up for the second half. Here are a few exciting things coming down the pike:

### Month      Start Week      4-Week Promotion

July	7/5/09	50% Off + Double Bounce!
August	8/2/09	40% Off
September	9/6/09	50% Off
October	10/4/09	40% Off
November	11/1/09	40% Off
December	12/6/09	50% Off

The Double Bounce Coupons are for July classes ONLY! As soon as your July classes start, please go back to using the regular \$5 Bounce Back and Bounce In Coupons to promote August classes.

**The full 2009 schedule is available on our team website – it will be updated quarterly!**

### Project Class of the Month!

- July      Summer Brownies
- August      Back to School Cookies
- September      Halloween Candy Making
- October      Halloween Gingerbread
- November      Holiday Gingerbread
- December      Holiday Candy Making

You can download the guidelines and store packets for the approved Wilton project classes from the WMI web site. And remember, the monthly promotion for 4-week courses DOES NOT apply to project classes or 4-week gum paste.

### Mandatory Wilton Demo Dates:

**Saturday, July 11, 2009**      **1-3pm**  
September 26, 2009      1-3pm

**The outline for the July demo is included with this newsletter and is now posted on the team website.** Please review it well in advance of your demo so you can be prepared!

- **The 2010 Wilton Yearbook of Cake Decorating!** The new books hit stores at the end of June. Use your July demo to show it off and fill your August classes. If you were lucky enough to earn a complimentary copy from Wilton, you'll receive it in August.

- **The Best Wilton Halloween Assortment Ever!** This year, Halloween entertaining will be at an all-time high with the holiday falling on a Saturday. To get the party started, Michaels will have an exclusive line of Wilton "Drink Your Treat" products. Everything you need to jazz up your party.



- **A Holiday Assortment to Remember!** This holiday season, Wilton will introduce a new line of products to support fun baking activities, like cookie exchanges and homemade gingerbread houses. Innovative signage will be used to showcase these products in prime locations throughout the store so everyone can find a way to include Wilton in their celebrations.

I know that every year we say we've got our "best ever," and every year it's true! Wilton continues to outdo itself with product innovation and project inspiration, and you are at the heart of bringing these programs to consumers. By incorporating all that Wilton has to offer into your courses, you will give your students an experience they'll never forget.

Watch for more information to come this fall!

Shawn Broda  
Senior Class Marketing Manager  
Wilton Enterprises

## Wilton "PEP" Talk for July – The Wilton Yearbook of Cake Decorating!

### Did you know?

- We are highlighting our annual publication to celebrate the debut of the 2010 Wilton Yearbook of Cake Decorating, in stores this month! The Wilton Yearbook is an instant collector's item with unmatched cake decorating ideas and inspiration.
- The Wilton Yearbook includes something for everyone, from beginners in Course 1 to the most experienced sugar artists. Every project uses a wide variety of Wilton products, giving you the opportunity to introduce our various product categories in class. Whether it's decorating a cake with molded candy or creating a mini-tiered cake from brownie cut-outs, the Wilton Yearbook has it all!



### Selling Tips:

- The Wilton Yearbook is as essential a product to students as Meringue Powder! From the decorating guide to the endless decorating ideas and product information, they will use it every time they decorate a cake.
- Select decorating projects in the Yearbook that feature techniques being taught in class. This is a great way to encourage students to practice their new skills.
- Use your Yearbook every time you teach. Show them how it helps you as a cake decorator, and students will understand how it can enhance their Wilton experience. We know you love your Yearbooks - make sure your students know it, too!

For complete details about the Wilton Yearbook of Cake Decorating, please review pages 7 and 32 of The Wilton Product Experience guide. We hope these tips help you "PEP" up your classes and sell 2010 Wilton Yearbooks!

## Online Resources for Michaels WMI

In our newsletters and weekly updates, we often refer to the various websites that you can use to be a more successful WMI at Michaels. To help you remember where to go for what, here's a list of the different sites and a summary of how they can help you:

### Michaels Team Website

[http://www.geocities.com/wiltonmichaels/michaels\\_team.html](http://www.geocities.com/wiltonmichaels/michaels_team.html)

This website is specifically designed for Michaels WMIs, containing account specific information as noted in weekly updates and newsletters. You'll find the following information on this site:

- A copy of the weekly update and all current and past account newsletters.
- Michaels class schedules, demo outlines, and other support documents.
- Special information specific to teaching at Michaels.

### WMI Website

<http://wmi.wilton.com>

This is a general website containing information from the corporate office that applies to all WMIs. You need to log on with the username and password, which is *wiltonmethod*. You'll find the following information and files for download on this site:

- Project Class Guidelines, order forms, and other WMI documents.
- Current and past issues of the DO2 newsletter.
- Class reminder sheets, flyers, and other promotional materials.
- AIM-Train Event Information.

In addition to these sites, don't forget about [www.wilton.com](http://www.wilton.com) and [www.michaels.com](http://www.michaels.com) for product information, inspiration, comment boards, and more!

# **MICHAELS MANDATORY WILTON METHOD INSTRUCTOR DEMO OUTLINE**

## **FOR: Saturday July 11, 2009, 1-3pm**

DEMO OVERVIEW – Celebrate the 2010 Yearbook!

- The purpose of this demo is to celebrate the introduction of the 2010 Wilton Yearbook of Cake Decorating. This is a great opportunity to get customers excited about everything Wilton and boost your 4-week course enrollment!
- Make sure all Wilton classes in your store are on the calendar and that registration information is in the sign up book prior to the demo. Since every store only gets 1 mandatory 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 your classes!
- To boost your Course 1 enrollment, **ask your Store Manager to provide you with copies of the Wilton Bounce In Coupon**, which gives customers \$5 off of Course 1!
- This is a Mandatory 2-hour Wilton Demo event for Michaels WMIs – you will be paid \$39 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:**

- The 2010 Yearbook features an adorable Pirate Ship cake decorated with rolled fondant. To celebrate this theme, you'll be decorating your choice of pirate-themed mini-treats with icing and rolled fondant.
- You should bring the following items with you to the demo:
  - 18-24 mini treats of your choice (choose from cupcakes, brownies, or cookie pops).
  - Assorted colors of buttercream icing and rolled fondant - a great way to use up leftovers from class! (Or, bring white icing and fondant and make coloring it part of your demo.)
  - Assorted decorating bags, tips, cookie or lollipop sticks, and fondant tools.
  - Apron, name badge, practice board, class information and interest sheets for all Wilton courses at your store.
- PLEASE REMEMBER – you CANNOT hand-out homemade treats to customers.



### **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 mini-treats. Make sure you leave room to display lesson plans, class information and event brochures.
  - Don't forget to display a 2010 Wilton Yearbook – make sure everyone knows it's finally here!
  - How about a special theme display? Set up your Wilton tool caddy to look like a "treasure chest" of Wilton products – you'll promote the Yearbook theme and product sales at the same time!
- **Using your icing, fondant, and tools, decorate your selected mini-treats according to the pirate theme. Use the 2010 Wilton Yearbook cover cake (see above) as inspiration! Here are some ideas to get your started:**
  - **Pirate Cookie Blossom:** Decorate cookie pops with icing and fondant cut-outs to look like the pirate faces on the cover cake, then arrange them in a container as a fun party centerpiece.
  - **Treats Ahoy Pirate Ships:** Decorate brownies or cupcakes to look like mini-pirate ships. Create the ship with icing, then add sails and flags using rolled fondant and lollipop or cookie sticks.
  - **Treasure Treats:** Shape coins and other "riches" from fondant, then arrange them on top of a brownie or cupcake to look like a little treasure chest.
  - **Pirate Bites:** Decorate brownie, cupcakes or cookie pops with pirate ship icons – eye patch & bandana, skull & crossbones, swords, etc. Use your imagination and bring your ideas to life with icing and fondant!
- If you finish decorating your treats before the end of the demo, continue to demonstrate basic course techniques on your practice board.
- 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!