



THE CLASS CONNECTION



May/June 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

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 1-800-772-7100 x 2837
recruiting@wilton.com 1-800-772-7100 x 2812

INSIDE THIS ISSUE

- ✓ Updated Class Schedule
- ✓ July Mandatory Demo Info
- ✓ New Product Info
- ✓ PEP Talk!

... and much More!

Hi Everyone!

We are turning the corner and classes are really picking up. I look forward to an exciting rest of the year. Things are always changing and that can be a very good thing.

Please contact me if you can help find a candidate for the following stores. Some need an additional instructor and others are without any instructor. Remember that if the person you recommend is placed and starts teaching, you will receive a \$25 gift certificate. Thanks in advance for any help you can give.

Instructors needed in Orion Twp, Jackson, Walker, MI – Grove City, Reynoldsburg, Beachwood, OH – Rocky Mount, NC – Carlisle, Johnstown, Lebanon, PA.

Call or e-mail me with any names and phone numbers.

Be sure to carefully read thru this newsletter and save it for future reference.

Remember to check the weekly updates that are e-mailed every Wednesday. If you don't have a computer, ask a friend or go to your local library to access our team site.

Barbara

Mother's Day Events at Michaels

From May 2-10, Michaels will feature a series of special events to celebrate mom. The feature event on Sunday May 10th is a Wilton Cookie Decorating Make It Take It. **This event is designed so ANY store associate can do it - WMIs are NOT required to do this event.** However, if you choose to participate, you will be paid your hourly rate. Stores received these details in the Mother's Day Event Packet, and the Wilton information can be found on pages 14 and 15. A reminder of this information was sent to stores.

PLEASE CHECK YOUR EMAIL AND THE MICHAELS TEAM WEBSITE FREQUENTLY!



UPCOMING WILTON/MICHAELS CLASS SCHEDULE

Month Start Week 4-Week Promotion

May	5/3/09	40% Off
June	6/7/09	40% Off
July	7/5/09	50% Off + Double Bounce!
August	8/2/09	40% Off
September	9/6/09	50% Off

We will once again offer a special “Double Bounce” coupon for July classes. These coupons are for June students only and will give them \$10 off a 4-week Course in July in addition to the 50% off promotion. As with all Bounce Back coupons, students must sign up for the July class before their June class ends. Coupons will be available in time for your June classes – watch the weekly update emails for details!

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

Project Class of the Month!

- May Flower Cookie Blossom
- June Summer Cupcakes
- July Summer Brownies
- August Back to School Cookies
- September Halloween 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!

CORPORATE CORNER

Thanks to your hard work, first quarter enrollment at Michaels is up – great job everyone! We know many of you are still having issues with classes not meeting the minimum. To help you and your stores work through this, here is a repeat of the information regarding the exception policy for running small classes. Please notify your Supervisor if you need assistance with this policy.

In order to prevent unnecessary cancellations of 4-week courses due to the class minimum, Michaels has approved a compromise that will allow courses to run with less than 4 students. Right now, classes with 1, 2 or 3 students are cancelled and **you do not make any money**. With this compromise, you will be allowed to teach the small classes and paid from a modified pay scale. (***This pay scale is available on the Michaels store computer or on the team website.***)

The Instructor Bonus Form in the Michaels payroll computer has been updated to include the new fees. **Courses held below the minimum of 4 should be on an exception basis only and approved by the District Manager.** Please continue to notify your manager before you run a class with less than 4 students to make sure you have approval.

If you have the required number of paid students on the first night of class, you **SHOULD NOT** cancel any subsequent lessons that have fewer students due to absences. Once a course is approved to start, it should be completed.

Please note that this only applies to Courses 1, 2, 3 and Fondant & Gum Paste; all Wilton Project Classes, including 4-week Gum Paste, still require a minimum of 4 students!

While this is a reduction from the pay per session for 4 students, **it is still A LOT more than you make when a class is cancelled.** This compromise will now allow you to keep classes going and keep your students at Michaels. We hope you use this new plan to your advantage to keep your classes running!

Keep up the good work!

Shawn Broda
Senior Class Marketing Manager
Wilton Enterprises

Introducing Wilton "PEP" Talks!

In April, we introduced The Wilton Product Experience, a comprehensive guide to the features and benefits of Wilton products. This guide is designed to help you better explain and promote Wilton products in class. Hopefully you've had a chance to download the file and incorporate it into your Instructor Guidelines. Still need a copy? Visit <http://wmi.wilton.com>!

As part of an ongoing program to keep you informed about Wilton products, we'd like to introduce you to your first "PEP" Talk - or, Product Experience Profile. This is the first of a series of articles that will highlight a particular product or product category and offer tips on how to promote these items in class.

Wilton "PEP" Talk - Aluminum Bakeware

Did you know?

- Wilton Aluminum Bakeware is made from pure aluminum, making it durable, even-heating, and built to hold its shape for years. Aluminum is the best conductor of heat, which is not only great for baking, but it is also perfect for casseroles, entrees, baked desserts, and more.
- Available in every shape and size, including our exciting line of novelty pans, Wilton Aluminum Bakeware is an important staple for every kitchen.

Selling Tips:

- Review the features and benefits of Wilton Aluminum Bakeware so you can introduce it to students. Give them some personal examples of why you love it!
- To help your students select the pans that are right for them, find out what kind of baking and cooking they like to do. For every day or all-purpose use, recommend Wilton Performance Pans. If they intend to do a lot of cake baking and are looking for a more precise finish, recommend Decorator Preferred.
- When students are buying bakeware, it's a great time to suggest Bake Easy, Cake Release and Bake Even Strips for add-on sales.

For complete details about this product line, please review page 18 of The Wilton Product Experience guide. We hope these tips help you "PEP" up your classes!

US Postage Prices Going Up on May 11, 2009!

Effective 5/11, first class US postage will increase to \$0.44 for letters up to 1oz. Up to 2oz. will be \$0.61. Please make sure you use the appropriate amount of postage when you send in your tracking!

SUMMER VACATION REMINDER

As a Michaels store associate, you must have your manager's approval before taking any vacations that would affect your class schedule. If approved, you are responsible for making sure your classes are covered. Please notify your Wilton Supervisor if you make any changes to classes due to a vacation.

TEAMWORK BETWEEN WMIs

If your store has more than one WMI, that's great news! The more people available to promote Wilton classes at your store, the better. Remember, you and your co-instructors are equals! You need to work together to schedule classes and grow your enrollment. Use this situation to your advantage and find ways you can all help each other be more successful!

Exciting New Products Coming to Michaels!

This week, Michaels stores will be updating their Wilton assortment with new products! In addition to moving the Brownie Fun products to the main assortment, you'll see exciting newcomers like Transformers and Hannah Montana!

The assortment also includes some great new products for your classes, such as:

- Flower Nail Templates
- Wax Paper Squares
- Decorating Bag Holder (at right)
- Flower Nail Set (including one for cupcakes!)



A complete listing of new items, as well as those being discontinued, is at the end of this newsletter and posted on the team website.

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!

2009/2010 AIM-Train Events!

You won't want to miss these action-packed events – our best ever! Watch for an announcement this week with details on how you can request an invitation for a 2009 event. Registration for 2010 events will begin later this year. Your city not on the list? Never fear – more events will be announced as scheduled.

I will be attending the AIM-Trains in Pittsburgh and Columbus, others when set. I hope to see you there!

2009 AIM-Train Events

Location	Event date	Event Days
St Charles, IL	Aug 3-4	Mon / Tues
Kissimmee, FL	Aug 8-9	Sat / Sun
Bethlehem, PA	Aug 14-15	Fri / Sat
Richmond, VA	Aug 22-23	Sat / Sun
Moncton, NB	Aug 22-23	Sat / Sun
Markham, ON	Aug 29-30	Sat / Sun
Andover, MA	Sept 12-13	Sat / Sun
Denver, CO	Sept 12-13	Sat / Sun
Pittsburgh, PA	Sept 19-20	Sat / Sun
Indianapolis, IN	Sept 19-20	Sat / Sun
Livonia, MI (Detroit)	Sept 19-20	Sat / Sun
Lisle, IL (Chicago)	Sept 20-21	Sun / Mon
Ft Lauderdale, FL	Oct 3-4	Sat / Sun
Cleveland, OH	Oct 3-4	Sat / Sun
Calgary, AB	Oct 3-4	Sat / Sun
St Louis, MO	Oct 10 - 11	Sat / Sun
Salt Lake City, UT	Oct 16-17	Fri / Sat
Portland, OR	Oct 17-18	Sat / Sun
Minneapolis, MN	Oct 17-18	Sat / Sun
Alpharetta, GA	Oct 18-19	Sun / Mon
Buffalo, NY	Oct 24-25	Sat / Sun
Metairie, LA	Oct 24-25	Sat / Sun
Dallas, TX	Oct 31- Nov 1	Sat / Sun
Philadelphia, PA	Oct 31- Nov 1	Sat / Sun
Columbus, OH	Nov 7 / 8	Sat / Sun
San Diego, CA	Nov 7 / 8	Sat / Sun
Toronto, ON	Nov 7 / 8	Sat / Sun
Hauppauge, NY	Nov 7 / 8	Sat / Sun
Freemont, CA	Nov 7 / 8	Sat / Sun
Vancouver, BC	Nov 21-20	Sat / Sun

2010 AIM-Train Events

Location	Event date	Event Days
Kissimmee, FL	Jan 9-10	Sat / Sun
Houston, TX	Jan 9-10	Sat / Sun
Dallas, TX	Jan 30-31	Sat / Sun
Nashville, TN	Feb 27-28	Sat / Sun
Monrovia, CA	Feb 20-21	Sat / Sun
Lisle, IL	Mar 13/14	Sat / Sun
Seattle, WA	TBA	
Orange County, CA	TBA	
Raleigh, NC	TBA	
Tulsa, OK	TBA	
Ottawa, ON	TBA	
Kansas City, MO	TBA	
Sacramento, CA	TBA	
Baltimore, MD	TBA	
Memphis, TN	TBA	
Milwaukee, WI	TBA	
Mississauga, ON	TBA	
Grand Rapids, MI	TBA	
Savannah, GA	TBA	
Phoenix/Scottsdale, AZ	TBA	
Syracuse, NY	TBA	
Springfield, MA	TBA	
Charlotte, NC	TBA	
Las Vegas, NV	TBA	

MAY 2009 WILTON ASSORTMENT UPDATE AT MICHAELS

2009 POG New Items

Stock #	Description
1510-1008	Princess Cupcake Stand
1904-2000	Large Candy Tent Box 3CT
1911-490	Pastel Colorburst Melts 10oz
1911-491	Bright Colorburst Melts 10 oz
1912-1297	Brownie envelope kit 6ct
1912-1298	Cello gift bags - printed 6ct
205-8501	6pc Flower spike set
205-8504	3pc Flower display cups
2103-10d	Egg Separator
2104-2533	Brownie Decorating Set -12pc
2105-1023	Monkey Cake Pan
2105-1028	Ballerina Bear Cake Pan
2105-1029	Football Helmet Cake Pan
2105-4060	Hannah Montana Cake Pan
2105-4204	Diamond 3PC Pan Set
2105-4923	24cav Silicone Brownie Bites pan- square
2105-4925	Brownie Pop Pan - Round
2105-5060	Transformers Cake Pan
2105-5062	Spiderman Cake Pan (Refresh Design)
2113-5060	Transformers party Toppers
2113-5062	Spiderman Party Topper (Design Refresh)
2115-1032	Butterfly Garden Pretzel Mold
2115-1035	2PC Dessert Shell Mold
2115-1352	Hearts Cookie Candy Mold
2115-1354	Animals Cookie Candy Mold
2304-1104	101 Pc Cutter Set Window Box
2308-1009	3in Metal bear Cutter
2308-1010	3in Metal Circle Cutter
2308-1024	3in Metal Music Cutter
2308-1030	3in Metal Airplane Cutter
2308-1067	Baby Theme 4pc Colored Set
2308-1071	Wedding 4pc Colored Theme Set
2308-1082	Metal 3" Margarita Glass
2308-1083	Metal 3" Racecar
2308-1263	Cord Metal Football CC Set 4pc
2308-1471	Brownie Duo Cutter - Hearts (cuts 2)
2308-1473	Brownie Duo Cutter - Triangle
2308-1474	Brownie Duo Cutter - Mini ovals (cuts 3)
2811-1001	princess candle set
2811-1004	mini cupcakes candle set
2811-1011	colored flame candles
2811-3662	Shimmer candles - Hot
2811-4060	Hanna Montana Candle
2811-5060	Transformers Candle
2811-5062	Spiderman Candle (Design Refresh)
302-801	3" Hollow pillar set
302-802	6" Hollow pillar set
307-350	3 Tier Pillar cake stand
409-416	Star Power Fondant Mat
409-417	Happy Birthday Fondant Mat
414-1000	Flower Nail Template Sticker Set
414-916	6 Pc Silicone Tip Cover Set
414-920	Waxed Paper Squares 50 Pack
415-1015	Combo Pack Pirates 24 ct.
415-1082	Combo Pack Camouflage 24ct
415-1088	Cup Mini Dancing Daisy 100ct (new)
415-1110	Cup Mini Prim Colors 100ct
415-4060	Hannah Montana Baking Cups
415-5060	Transformers Baking Cups

2009 POG New Items, con't.

Stock #	Description
415-5062	Spiderman Baking Cups (Design Refresh)
415-7812	Cup Std Dancing Daisy 75ct
415-800	Large Cake Leveler
415-9409	Heart Shaped Silicone baking Cups 12ct
415-9477	Medium Brownie Box 3ct
415-987	Cup Std Prim Colors 75ct
417-107	4 Pc Decorating Nail Set
417-115	Decorating Bag Holder Tray
417-1312	Brownie Stencil set - traditional
601-4060	Hannah Montana Icing Color Set
601-5060	Transformers Icing Color Set
601-5062	Spiderman Icing Color (Design Refresh)
704-1060	Gold Sparkle Gel
704-1061	Black Sparkle Gel
704-107	White Sparkle Gel
704-150	Brownie drizzle Icing - peanut butter
704-151	Brownie drizzle Icing - vanilla
704-152	Brownie drizzle Icing - Mint
710-2558	Powdered Colored Sugar - Blue
710-2559	Powdered Colored Sugar - Pink
710-4060	Hannah Montana Icing Decs
710-5060	Transformers Icing Decs
710-5062	Spiderman Icing Dec (Design Refresh)
710-9700	Chocolate Fudge Buttercream - 1 lb.
710-9701	Brownie Crunch - Mint
710-9702	Brownie Crunch - Cookies & Cream
710-9703	Brownie Crunch - Turtle
710-9704	Brownie Crunch - Rainbow Chip

2009 POG Discontinued Items (as of May 2009)

Stock #	Description
1509-1003	TINKERBELL CAKESCAPES KIT 18CT
1509-1005	SPONGEBOB CAKESCAPES KIT 18CT
1509-1008	PRINCESS CAKESCAPES KIT 18CT
1509-1009	SPORTS CAKESCAPES KIT 18CT
1904-1026	BAKER'S TWINE 75YD
1904-1167	LARGE MELTING BOTTLE
1904-1208	TINK CHARACTER TRT CONTAINER 4CT
1904-1210	SPONGEBOB TREAT CONTAINER 4CT
1904-1213	PRINCESS TREAT CONTAINER 4CT
1904-1214	SPORTS TREAT CONTAINER 4CT
1904-1294	PRINTED WRAPPERS 10CT
1904-3231	SILICONE DIPPING BOWLS 2PK
1907-1000	CONFECT TOOLS 5PC SET
1907-1224	SPIRAL IMPRINT FONDANT ROLLER
2103-1139	CAROUSEL SEP SET
2105-1350	RACE CAR PAN
2105-2125	12-CUP MINI MUFFIN PAN
2105-2500	NASCAR CAKE PAN
2105-3350	SUPERMAN CAKE PAN
2105-5001	DIMENSIONS QUEEN OF HEARTS PAN
2105-5011	DIMENSIONS CROWN OF HEARTS
2105-5555	CARE BEARS CAKE PAN
2105-7050	STRAWBERRY SHORTCAKE CAKE PAN
2113-3206	SCOOBY-DOO PARTY TOPPERS
2115-1413	TRANSPORTATION CANDY MOLD
2115-4429	CKS CELEBRATION PRETZEL MOLD
2115-4444	CAT CANDY MOLD
2115-4445	DOG CANDY MOLD
2308-1004	METAL BUNNY FACE
2308-1006	METAL BELL CUTTER
2308-1014	METAL HOLLY LEAF
2308-1022	METAL GBREAD GIRL
2308-1042	ANGEL CUTTER METAL
2308-1053	TREE CUTTER METAL
2811-2800	NASCAR TROPHY W/FLAGS CANDLE
2811-5555	CARE BEAR CAKE CANDLE
2811-7050	STRAWBERRY SHORTCAKE CANDLE
307-878	SILLY FEET CAKE STAND
409-6057	9" TAPERED SPATULA
414-915	TIP COVER 4/PK
415-1018	BABY'S 1ST CUPCAKE COMBO PACK
415-2424	CARE BEARS BAKING CUPS
415-2500	NASCAR BAKING CUPS
415-7040	STRAWBERRY SHRTCK BAKE CUPS
415-900	REVOLVING CAKE STAND
415-9423	TRIANGLE SIL BAKING CUPS 12CT
417-1642	ALL PURPOSE DEC GLOVES 20 PK
417-441	PEOPLE CUT OUTS
417-444	CRINKLE CUT OUTS 4 PC SET
417-445	FANCY SHAPE CUT OUTS 4PC SET
601-2500	NASCAR ICING COLOR SET
601-3350	SUPERMAN ICING COLOR SET
601-5555	CARE BEAR COLOR SET
601-7050	STRAWBERRY SHORTCAKE COLOR SET
710-037	LAVENDER SPARKLING SUGAR
710-2424	CARE BEARS ICING DECORATIONS
710-2500	NASCAR ICING DECORATIONS
710-7041	STRAWBERRY SHORTCAKE ICE DECS
710-993	LAV & WHT SPRKLNNG SUGARS 8 OZ