



THE CLASS CONNECTION

July/August 2008

Michaels[®]

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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>

trainingteam@wilton.com 1-800-772-7100 x 2837

Hello Michaels WMI's.....

I cannot believe that July is here. I'm sure we are all running here and there with all the summer activities, but don't forget about your store and Wilton classes.

I'm asking for your help in finding instructors for new and existing stores in my area.

New Stores – Pennsylvania - Muncy/Williamsport – Selinsgrove - Beaver/Monaca
Benton Harbor, MI – Fort Wayne, IN

I also need instructors in –
Feasterville, PA
Memphis, TN – S White Station Road
Memphis, TN – Winchester Road
Goldsboro, NC
Morehead City, NC
Cuyahoga Falls, OH
Southfield, MI
Livonia, MI

If you refer someone and they start teaching, you will receive the referral certificate.

Thanks for any help that you can give.

Barbara

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JULY FREE GIFT REMINDER!

Don't forget to fax or mail your special July Free Gift Form after the first night of July classes! Taking care of this right away will ensure that the gifts arrive by the last night of class. The free gift is the **2008** Yearbook!

If you need another copy of the special July Free Gift Form, please contact me.

PLEASE CHECK YOUR EMAIL AND THE MICHAELS TEAM WEBSITE FREQUENTLY!



**UPCOMING
WILTON/MICHAELS
CLASS SCHEDULE**

CORPORATE CORNER

Mid-Year Report

Month	Classes Start	Promotion
August	8/3/2008	40% Off
September	9/7/08	50% Off
October	10/5/08	40% Off
November	11/2/08	40% Off

For the full schedule and any updates, check the team web site!

Mandatory Wilton Demo Dates:

Saturday, Sept. 27, 2008 1-3 pm
 Saturday, Nov. 15, 2008 Time TBD

The outline for the September demo is included in this newsletter! Remember, this is a mandatory demo. If you cannot cover it, you must notify your store and your supervisor so you can work together to find an appropriate substitute.

VACATION REMINDER

As a Michaels associate, you must have your store manager's approval before taking any time off for a vacation. You are responsible for making sure your classes are covered during any time you take off, so please plan ahead to make sure your students aren't disappointed.

Resolving Pay Issues

Every time you get a pay check, make sure your gross pay is correct. If it is not, you should first contact your store payroll person or manager so they can resolve it. If it is not correct by the next pay check, notify your Wilton Supervisor for advice. Don't wait – the longer your issues persist, the more difficult they are to correct. Let us know right away so we can help.

We are officially half-way through 2008, and I am happy to report that Wilton sales and enrollment are up at Michaels! With the new assortment and the 2009 Yearbook now in place, we fully expect this trend to continue.

One of the reasons for our success is that we are having more Wilton classes than ever. Now that Wilton is the ONLY class at Michaels, many of you are adding more courses to the schedule and increasing the number of students who continue through all four courses. If you haven't done this yet, what are you waiting for? Work with your EC today to maximize your class schedule.

To accommodate this growing demand for more classes, many Michaels stores are requesting additional WMIs. Don't be threatened by this – instead, team up with all of the instructors at your store to promote each other's classes. **Everyone's goal is to increase total store enrollment, so help each other build the best program possible.**

Thank you for your continued hard work at Michaels. I look forward to a fantastic second-half!

Best regards,

Shawn Broda
 Senior Class Marketing Manager
 Wilton Enterprises

2nd Quarter 2008 Wilton Enrollment Contest:

Most Wilton 4-week Registrations for July 2008 Courses. Your prize? A Giant Cupcake Pan!



Stay tuned to the Wilton Weekly Update for the winners!

2008 Halloween Assortment at Michaels

Check out the great collection of Wilton Halloween products coming to Michaels this fall. It's going to be the best Halloween ever!

Wilton SKU	Description	2008 US Retail
1006-1084	FD- FAVOR CANDY PUMPKINS, SKULLS & BONES	\$ 5.99
1006-1085	FD-JELLY BEANS ORANGE, BLK, WHT	\$ 3.99
1510-1044	SPIDER CUPCAKE STAND DISPOSABLE	\$ 5.99
1512-101	SPOOKY TREATS TREE FAVOR CNTRPC	\$ 9.99
1512-102	BOO SCARY CUPCAKE STAND DISPOSABLE	\$ 5.99
1911-492	FD-MELTS GREEN SPOOKY HLW	\$ 2.49
1911-493	FD-MELTS BLACK MIDNIGHT HLW	\$ 2.49
1912-1060	PUMPKIN HANGING FAVOR BAG	\$ 1.99
1912-1061	GHOST HANGING FAVOR BAG	\$ 1.99
1912-1063	BAG HALLOWEEN STRIPED	\$ 1.99
1912-1093	LOLLIPOP BAG SPIDER	\$ 1.99
1912-1094	LOLLIPOP BAG SKULLS & BONES	\$ 1.99
1912-1222	BAG BOO SCARY SHAPED BAG	\$ 1.99
1912-1225	BAGS BOO SCARY TREAT	\$ 1.99
1912-1288	BAGS HARVEST PARTY	\$ 1.99
1912-2133	3 CT HARVEST PIE BAGS	\$ 3.99
1912-2389	BAGS HAPPY HAUNTERS PARTY	\$ 1.99
2104-1274	FD-CANDY NECKLACE PARTY PACK	\$ 2.99
2104-1285	FD-HAL GB COOKIE KIT COMBO	\$ 9.99
2104-3220	KIT HALLOWEEN PRETZEL MEGA	\$ 9.99
2104-8921	FD KIT GB HLW HAUNTED HOUSE	\$ 9.99
2105-1540	PAN NS 6CAV GHST/PUMP MFN	\$ 6.99
2105-438	EXCELLE ELIT 9IN PIE PAN	\$ 7.99
2105-4815	PAN SIL 6 CAV PUMPKIN	\$ 9.99
2105-8131	12 CAVITY NS COOKIE PAN	\$ 9.99
2113-1285	CUPCAKE TOPPERS	\$ 2.99
2113-1308	PIX APPETIZER PIX HALLOWEEN	\$ 1.99
2113-9216	PIX FUN HAPPY HAUNTERS 12CT	\$ 1.99
2115-1415	MOLD CANDY TOMBSTONES	\$ 1.99
2115-1417	MOLD HAUNTED HALLOWEEN PRETZEL	\$ 1.99
2115-1750	MOLD CANDY HLWN SMILING PUMPKNS	\$ 1.99
2115-1783	MOLD CANDY MUMMY PRETZEL	\$ 1.99
2304-9220	CC SPOOKY 10 PC CUTTERS	\$ 3.99
2308-1211	CC HLWN MINI 6PC SET	\$ 2.99
2308-1217	CC HLWN HARVEST MINI MTL SET	\$ 2.99
2308-1264	3 PIECE AUTUMN COOKIE CUTTER SET	\$ 3.49
2308-1296	3 PC SET STACKS COOKIE CUTTER	\$ 9.99
2308-1406	CC HLWN STL-A-CKE JACKOLNTRN	\$ 1.99
2308-1413	CC HLWN STCL-A-CKE BAT	\$ 1.99
2308-2000	CC HLWN LEAVES AND ACORN SET	\$ 5.99
2310-600	CC HLWN COMFT GRIP PUMPKIN	\$ 2.99
2310-630	CC COMF GRP WITCH'S HAT	\$ 2.99
2310-642	CC COMFORT-GRIP MAPLE LEAF	\$ 2.99
2310-661	CC COMFORT GRIP BAT	\$ 2.99
2311-257	CC HLW GRIPPY BAGGED SET 4PC	\$ 3.99
307-848	13CT CUPCAKE STAND W/WRAP	\$ 9.99

415-1709	CUPS BOO SCARY STD 75CT	\$ 1.99
415-1710	CUPS BOO SCARY MINI 100CT	\$ 1.99
415-1718	CUPS HALLOWEEN STRIPED STD 75CT	\$ 1.99
415-1719	CUPS HALLOWEEN STRIPED MINI 100CT	\$ 1.99
415-2160	CUP HARVEST STND 75CT	\$ 1.99
415-4126	MINI CANDY BOX PUMPKINS & SPIDERS	\$ 2.99
415-417	CUPS HARVEST MINI 100CT	\$ 1.99
415-802	2CT AUTUMN DISPOSABLE CARRIER	\$ 4.99
415-9498	BOX 3PK HLW STRIPED SINGLES	\$ 2.99
415-961	CUP HAPPY HAUNTERS STD 75CT	\$ 1.99
415-962	CUP HAPPY HAUNTERS MINI 100CT	\$ 1.99
417-499	STENCIL HLW MINI 8PC SET	\$ 1.99
509-226	CC WHITE GHOST METAL 3IN	\$ 0.79
509-227	CC ORANGE PMPKN METAL 3IN	\$ 0.79
509-315	CC HLWN MTL CAT BLACK	\$ 0.79
509-316	CC HLWN MTL BAT PURPLE	\$ 0.79
601-3010	FD ICING COLOR KIT HALLOWEEN	\$ 2.99
609-101	FD FOODWRITER 2PK HALLOWEEN	\$ 3.99
704-109	FD-ORANGE SPARKLE ICING	\$ 2.99
704-496	FD-ORANGE COOKIE ICING	\$ 3.99
710-1800	FD-4CT SPRINKLE COMBO PACK	\$ 9.99
710-182	FD SPRINKLE HALLOWEEN PUMP MIX	\$ 1.99
710-185	FD SPRINKLE HALLWN 6 CELL MIX	\$ 5.99
710-186	FD HALLOWEEN SPIDER SPRINKLES	\$ 1.99
710-187	FD-ICING DECS BATS & SPIDERS	\$ 1.99
710-3003	FD ICING DEC LEAVES	\$ 1.99
710-456	FD ICING DEC PET TRICKS N TRTS	\$ 1.99
710-584	FD SPRINKLE HALLWN NONPAREILS	\$ 1.99
710-7200	FD ICING DEC SMLNG PUMKIN	\$ 1.99
710-751	FD SPRNKL MIX TALL 6CELL AUTMNN	\$ 5.99
710-787	FD SPRINKLES LEAVES	\$ 1.99

Are you reading the Wilton Weekly Update for Michaels WMIs?

If you have email, you should be! Every Wednesday, the Michaels team will send you a quick update on the latest news for Michaels WMIs. Be sure to check your email frequently so you don't miss this important information!

Don't have email? You will find the Wilton Weekly Update posted on the main page of the Michaels team website, with a new posting every Wednesday.

MICHAELS MANDATORY WILTON METHOD INSTRUCTOR DEMO OUTLINE

FOR: Saturday September 27, 2008, 1-3pm NOTE THE TIME!

DEMO OVERVIEW – Halloween Gingerbread House!

- It's time to get customers excited for Halloween by showing them how fun and easy it is to create a Wilton Halloween Gingerbread House!
- 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 fall classes!
- To boost your Course 1 enrollment, **ask your Event Coordinator 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:

- You will be decorating a Wilton Pre-Baked Halloween Gingerbread House. If you choose, you can bring in some cookies or cupcakes to decorate in a Halloween theme in case you finish the house early.
- **Store-Use Product:** 1 ea Wilton Pre-Baked Halloween Gingerbread House, 2104-8921. Store use product is property of the store. Talk to your EC about where to display your house after the demo.
- **PICK UP YOUR KIT IN ADVANCE!** You will need to prepare the icing at home and bring it with you already made.
- The appropriate tools and supplies needed for decorating this house.
- Apron, name badge, and 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 the house. Make sure you leave room to display lesson plans, class information and event brochures. It's also a good idea to display a student kit and a filled tool caddy to get customers interested in the class product.
- Decorate the Halloween Gingerbread House according one of the designs on the package.
- If you finish the house early, continue decorating on a practice board or on any cookies or cupcakes you brought with you.
- 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!**

