



THE CLASS CONNECTION

November/December 2008

Michaels[®]

Wilton Industries

Class Marketing Dept.
Attn: MS. #7
2240 West 75th Street
Woodridge, IL 60517
Fax – 630-810-2547

WMI Product Phone Orders

1-800-794-5866
(Credit Card Only)

Instructor Referrals

www.wilton.com

(Fill out a Screening Form)

Wilton Method Instructor Website:

<http://wmi.wilton.com/>

login: wiltonmethod password: wiltonmethod

Michaels WMI Web Site

http://www.geocities.com/wiltonmichaels/michaels_team.html

WMI Support Materials and Tracking Orders:

<http://wilton.echosystem.net/>

Don't Forget To Paper Track

Tracking Due after the first week of classes

Paper Tracking required to earn Incentives
Earn Cake Cash with Goal

To remain an active Wilton Method Instructor
On-Time Monthly Tracking is required

INSIDE THIS ISSUE

- ✓ Updated Class Schedule including 2009
- ✓ November AND January Mandatory Demo Info
- ✓ 2009 Recognition and Incentive Programs
- ✓ Tips for Holiday Scheduling

... and much More!

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

INSTRUCTORS NEEDED

Contact me immediately if you have a referral for any of these locations.

ALABAMA Birmingham (280 South)

ARKANSAS Little Rock

FLORIDA

Davenport (Bilingual)

Daytona (Bilingual)

Davie

Jacksonville Beach

Orange City

Palm Coast

Port St Lucie

St Augustine

Stuart

Tallahassee

GEORGIA Albany

Brunswick

Hiram

LOUISIANA Bossier City

Metairie

Monroe

TEXAS

Amarillo

Houston (Bunker Hill)

League City (New)

Southlake

Waco

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. 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. If you are not getting these update emails, please let me know right away!



**UPCOMING
WILTON/MICHAELS
CLASS SCHEDULE**

Month	Classes Start	Promotion
November	11/2/08	40% Off
December	12/7/08	50% Off
January	1/4/09	50% Off
NEW – 2009!		
February	2/1/09	50% Off
March	3/1/09	50% Off
April	4/5/09	50% Off

The full 2009 schedule is coming soon!

Mandatory Wilton Demo Dates:

Saturday, Nov. 15, 2008 1-3 pm
 Saturday, Jan. 24, 2009 1-3pm

- **The outline for the November 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.
- **The outline for the January demo is now posted on the team website.** It features the new Brownie assortment along with Valentine's Day – watch for more product information in December!

3RD QUARTER 2008 WILTON ENROLLMENT CONTEST

The most Halloween Gingerbread Project Class Students in September AND October 2008 – top store in each zone wins. Your prize? A Wilton Chocolate Pro Melting Pot! Watch for winners to be announced in an upcoming Wilton Weekly Update!

LAST CHANCE TO WIN – 4TH QUARTER!

The last quarterly enrollment contest of the year will be for having the most Course 1 registrations in DECEMBER – the top store in each zone will win! Your prize? An assortment of the new Brownie Fun products! **Good luck!**

CORPORATE CORNER

Plan ahead to keep your classes running over the holidays!

It's hard to believe that the holidays are just around the corner! It's important to remember, though, that no matter how busy stores get, 4-week courses need to be offered every month, even in December. To work around holiday closings for Thanksgiving and Christmas, it's ok to get a little creative to make sure you don't miss an opportunity to fill a class.

- **Accelerate your classes!** It's ok to offer a 4-week course in less than four weeks as long as you have at least one day between sessions. Instead of every week for four weeks, try twice a week for two weeks to fit in a class before Christmas (Tues, Thurs, Mon, Wed, etc.). As long as students have a day or so in between, they will still have time to practice and prepare for the next class session.
- **Project Classes!** With Thanksgiving and Christmas on Thursdays this year, you may not be able to offer as many 4-week courses as you'd like. What to do with those extra days? Add a project class to your schedule! November and December are prime seasons for Gingerbread and Candy Making Project Classes. Use them to fill in your schedule between the holidays. You can download the guidelines for these classes on the WMI website.
- **Demos!** Take advantage of the extra holiday traffic and do an extra demo! Not only can you show off the fabulous Wilton Holiday assortment, but you can also encourage sign ups for your classes. Talk to your manager or EC about scheduling a demo today!

This holiday season, use these tools to make sure customers know it's never too late to learn the skills they need to make this their best holiday ever!

Best regards,

Shawn Broda
 Senior Class Marketing Manager
 Wilton Enterprises

PS. For the full listing of the Wilton Holiday assortment at Michaels, please refer back to the September/October issue of The Class Connection!

QUARTERLY DEMO INCENTIVE REMINDER

Don't forget, by doing a 2-hour demo each month at Michaels and reporting it to your Supervisor by the end of the quarter, you can earn \$30 in Wilton gift certificates. All demos, including your mandatory demos, are eligible for this incentive!

All you need to do to participate is:

- Do a 2-hour demo each month per quarter (Jan-Mar, Apr-June, July-Sep, Oct-Dec)
- Track correctly and on time
- Turn in the Demo Incentive Form by the last day of the quarter (the form can be found on the Michaels team website)

Remember, you are paid \$39 for each 2-hour demo, and you must have your store's approval in advance. Work with your manager or EC to determine the best way to use demos to fill your classes!

THE GIFT OF CLASS!



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



*Our wishes to you for the
best of the holiday season!*

REMINDERS FOR ORDERING WMI FULFILLMENT MATERIALS AND TRACKING SUPPLIES (US only)

In the US, WMIs have the option of ordering various support materials and select tracking supplies either via phone, fax, or the online Echo System. Regardless of how you place your orders, please remember that you are limited to a maximum of two orders per month.

You can download the latest WMI Support Materials Order Form on the WMI website. Or, you can view the available items and place your order on the Echo system as follows:

Basic Instructions:

- **In your browser go to:**
<http://wilton.echosystem.net>
- **Username: Enter your 8-digit WMI #** (SAMPLE 12345678 – with or without the W, it doesn't matter)
- **Password (for first time users):**
wiltonmethod
- Follow the prompts to set your account and remember your log in info!

Once logged in, you will see a left side menu with categories of the items available (same categories as the order form). Follow the instructions to select items for your shopping cart and place your order.

When placing your orders, either online or via fax or phone, please adhere to the posted quantity maximums and the 2 order per month limit.

Important Note: Bar-coded Tracking Forms are not available on the Echo System. You must continue to use the Tracking Order Form to receive your pink tracking forms. This order form can be found on the WMI web site.

For WMIs in Canada: Please follow the information specific to ordering support materials and tracking supplies provided to you by your Supervisor.

MICHAELS MANDATORY WILTON METHOD INSTRUCTOR DEMO OUTLINE

FOR: Saturday November 15, 2008, 1-3pm *NOTE THE TIME!*

DEMO OVERVIEW – Christmas Gingerbread House!

- It's time to get customers excited for the holiday season by showing them how fun and easy it is to create a Wilton Holiday Gingerbread Centerpiece!
- 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 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 Holiday Gingerbread House on a Wilton Gingerbread House Stand. If you choose, you can bring in some cookies or cupcakes to decorate in a holiday theme in case you finish the house early.
- **Store-Use Product:** 1 ea of the Wilton Pre-Baked Gingerbread House, 2104-1352, and the Wilton Gingerbread House Stand (made of cardboard), 1509-6000 (both items pictured below). 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 Holiday Gingerbread House according one of the designs on the package. Complete the display on the new stand, talking it up to customers. What a great way to display their project!
- 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!**





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 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!



The Wilton Method
OF CAKE DECORATING

2009 WILTON METHOD INSTRUCTOR RECOGNITION and INCENTIVE PROGRAMS

Effective January 1 – December 31, 2009

We are pleased to announce many exciting updates to the Wilton Method Instructor (WMI) Recognition **and** Incentive Programs for 2009!

But first ... “*What’s the difference?*” you might ask.

- The Recognition Program provides ***awards*** that are intended to acknowledge cumulative performance over years (lifetime as an active WMI).
- The Incentive Program provides ***incentives*** that are intended to encourage and reward performance to goal in the near future (calendar year).

Both Programs affirm the valuable service to consumers, retailers, and Wilton which you perform. We appreciate that you are engaged in and enthusiastic about what your students can accomplish with a little bit of knowledge ... and a lot of fun!

CRITERIA FOR BOTH PROGRAMS

- To be considered for ANY incentive or award, you must teach **only Wilton-approved classes** and **TRACK CORRECTLY and ON TIME**.
- An Instructor must be “**active**” during the calendar year ... or, of course, she/he must be currently engaged in accomplishing this status. To quote from the Instructor Manual: “*An Instructor is considered active IF they teach and track an approved class or demonstration at least four times in a calendar AND they turn in accurate tracking on time every month, even if it’s a zero tracking form. Any approved class qualifies: “project,” “trend,” “come-back” or 4-session. Any combination of doing four approved classes or demos in a calendar year qualifies,*” but of course we encourage you to focus on 4-session classes. These will earn you the most income ... and better create return customers. “*It does not matter if the WMI is a “regular,” a “back-up,” a “lead,” or any other designation accounts use.*”
- **All students count** – retail account and community education – toward enrollment totals, unless otherwise noted. This applies only to the Recognition Award Program.
- Student totals are based on information collected from the tracking system; all tracking rules apply.
- The **award period** is from January 1, 2009 through December 31, 2009, unless otherwise noted.
- All monetary amounts are in **U.S. Dollars**.
- Your Supervisor will determine eligibility regarding the above criteria.

RECOGNITION AWARD PROGRAM

NEW! With the 2009 WMI Recognition Program, we will present awards as they are earned – no more waiting! **This means you no longer have to wait until an Annual Instructor Meeting to receive your award. Please note that as a result of this (as well as improvements in the Incentive program, below) we will discontinue the Enrollment Excellence program as of December 31, 2008.**

GROUP I – SUPERVISOR SPECIAL AWARDS

- **Supervisor Special Awards** – Every Supervisor has “special” awards for their assigned Instructors. They are based on overall performance, as judged by the individual Supervisor. Typically, the awards consist of gift catalogs in varying amounts. The quantity of awards each Supervisor will have depends on the number of WMIs assigned to her.
- **Three-year Name Badge and Apron** – Any Instructor who is active (as defined above) during his/her first three full years will receive a gold badge and a new WMI apron following their third year. *(Presented as achieved)*

GROUP II – NEW INSTRUCTOR AWARDS -- These are for brand new WMIs only!

- **Apron** – As a new Instructor, you will receive an official WMI Apron in your New Instructor Kit, in recognition of the important commitment you have made to becoming an Instructor.
- **First Class Congratulations!** Gift Certificate – When you teach and track your very first class as a WMI, your Supervisor will have sent to you \$50 in Wilton gift certificates which you can use in person at the Wilton Homewares Store (in Darien, IL), or it can be used to purchase Wilton retail product by attaching it to a WMI order form. Or, you can use it to purchase special Wilton logo items (available only to WMIs), using the 2009 Incentive Program Order Form (separate document). *(Presented as achieved)*
- **Freshman Name Badge** – After you have taught your third course, you will receive a silver name badge engraved with his/her name. *(Presented as achieved)*
- **Rookie of the Year:** This is a Supervisor-based award for a new Instructor in each assignment group. It is based on enrollment performance as well as overall contributions to the team. The winning Instructor will receive a pin and a plaque. *(Presented annually)*

GROUP III -- LIFETIME ACHIEVEMENT AWARDS *(presented as achieved)*

Students-taught Awards: Winners will receive an appropriate pin for their level (up to 5,000). For levels from 6,000 up, the honoree will receive a plaque. The following levels will be recognized:

- **Century Award** for the first 100 students.
- Awards for these **enrollment levels:** 250, 500, 750, 1,000 (Hall of Fame), 1,500, 2,000, 2,500 (Presidents Club), 3,000, 4,000, 5,000 (Imperial Club), 6,000, 7,000, 8,000 (and so forth).

Wall of Fame Awards: Wall of Fame award winners will receive a special, black WMI apron with a silver logo, *in addition to* the awards listed below:

- **Hall of Fame** - Will receive a Hall of Fame pin and framed certificate. In addition, the Instructor's name will be engraved on a Hall of Fame Plaque at Wilton Headquarters.
- **Presidents Club** - Will receive a President's Club Plaque and pin. In addition, the Instructor's name will be engraved on a President's Club Plaque at Wilton Headquarters.
- **Imperial Club** - Will receive an Imperial Club Plaque and pin. In addition, the Instructor's name will be engraved on an Imperial Club Plaque at Wilton Headquarters.

GROUP IV – INSTRUCTOR OF THE YEAR (US and Canada) *(presented annually)*

Instructor of the Year (IOY):

- **This is for the highest number of students taught in a full calendar year at a single, assigned store.**
- Only Instructors who have taught for the full calendar year can qualify. All approved classes are eligible.
- IOY gets a one-week (7 days, 6 nights), all-expenses paid trip to attend a class of their choice at the Wilton School in Darien, IL. Plus, the winner also receives an IOY pin, an award plaque, and an opportunity to select a \$150 gift from a special catalog of items.

IOY Stellar Performer:

- **This is for the greatest percentage increase in enrollment over previous year.**
- The winner will receive a Stellar Performer award plaque and pin as well as an opportunity to select a \$100 gift from a special catalog of items.

IOY Shining Star:

- **This is for the most Course I students taught in a full award year at an assigned store.**
- The Winner will receive a Shining Star award plaque and pin as well as an opportunity to select a \$100 gift from a special catalog of items.

REFERRAL AWARDS *(presented as achieved)*

In addition to all of the above recognition and incentive awards, you also may receive referral bonuses for providing us the names of successful Instructor candidates. Check with your Supervisor, or a recent DecOrator II newsletter, for details.

2009 WMI Incentive Program

Monthly Goal Incentive

- Meet or exceed your monthly goal 6 out of 12 months in the calendar year and receive a \$50 Visa Gift Card; months do not need to be consecutive. Yes ... it is possible to receive two of these for performance in a calendar year.
- Incentive is per Instructor not per account. As long as you meet your goal at one of your accounts in a given month, it will count toward your 6 months for the incentive.
- Visa cards will automatically be distributed as you achieve this incentive. Your Supervisor will keep you posted on your progress! Please allow 60 days (maximum) for processing.

Year-End Goal Bonus Incentive

- Meet or exceed your monthly goal all 12 months of the calendar year and receive – in addition to the Monthly Goal Incentive -- a \$25 Visa Gift Card; based on calendar year. This applies ONLY to the calendar year. Considering the Monthly and Year-End together, that means you could win up to \$125!
- Incentive is per Instructor not per account. As long as you meet your goal at one of your accounts in a given month, it will count towards the incentive.
- Visa cards will automatically be distributed at the end of the year. Please allow 60 days (maximum) for processing.

Exclusive Wilton Logo Incentive Items

IN addition to the above incentive for meeting your monthly goal, we will also still have special Wilton logo items available for you to purchase with Wilton Gift Certificates! To keep things interesting, this mix might change from time to time. Please watch the Dec Orator II and your account newsletter(s) for any upcoming changes.

- ✓ **Wilton Tablecloths!**
- ✓ **Icing Bowls!**
- ✓ **Beverage Tumbler!**
- ✓ **Binders!**
- ✓ **Embroidered Chefs Coats!**
- ✓ **Party Cruiser Cooler!**

You can earn Wilton Gift Certificates through participating in special events or projects. Your Supervisor will let you know about these opportunities well in advance. Gift certificates can be used in person at the Wilton Homewares Store (in Darien, IL), or it can be used to purchase Wilton retail product by attaching it to a WMI order form. Or, you can use it to purchase special Wilton logo items (available only to WMIs), using the 2009 Incentive Program Order Form (separate document, available in January 2009).