



Michaels®

May/June 2006

Classes are Blooming



UPCOMING WILTON/MICHAELS SCHEDULE

<u>Month</u>	<u>Classes Start</u>	<u>Promotion</u>
May	05/07/06	Bring a Friend for Free
June	06/04/06	½ off
July	07/09/06	Purchase class, Kit 1 cent
August	08/06/06	½ off

Upcoming Class Preview Demos

June 3, 2006

Yearbook

The outline for this demo with full details is attached. Should you have any questions, please contact your Supervisor

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

6 Month Schedule

The 6 month schedule is attached for the second half of the year

Wilton-Michaels Team Website

Click the link below to check it out!!!

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

Yearbook Billboard Placemats

There are special limited-edition Billboard Placemats being sent to the Michaels store in their June Event Kit (in stores first week of May) with a picture of the new yearbook on them. Start to use them in your classes (1 time per 4-week Course) as soon as they are received. There are no re-orders for these placemats, once you have used them up, they are gone. We want to know how effective the placemats are: how do the students like them? Are they being used by classes other than Wilton? Please give us some feedback on the placemats on your tracking form.

You need to get these from your event coordinator, if there are any problems, contact your Supervisor.
Enjoy!

Stickers for July Promotion

The July Promotion "Penny Kit with paid Registration" will be advertised with stickers that we will be sending directly to the WMI. The stickers will be sent out at the end of May to one WMI within each store with instructions. Should you have any questions, please contact your Supervisor.

MAY 13 WEDDING EVENT!

We are aware that there has been some confusion in stores regarding the WMIs role at the May 13th Michaels Wedding Event. The May event kit included inaccurate information. This incorrect info, and a correction, were included in the 3/30/06 issue of the Creative Corner, the Michaels corporate newsletter for event coordinators. Despite that correction, details are still unclear. So, here is the CORRECT information for the May 13th wedding event:

- WMIs are not required to do a demo during the May wedding event. If they choose to do a demo, they will be paid their hourly rate.
- Stores should keep the mini cake display from the April wedding event to use again in May - WMIs should not do a new cake display.
- Stores may request samples of the cookies shown in the Michaels Wedding Guide. WMIs do not need to make cookie samples unless they are demoing during the event and decorating cookies as they demo.

Stores and Event Coordinators can confirm this information in the Creative Corner newsletter, or by calling Michaels In-Store Events. If you have any further questions, please contact me.



Reminders on Getting Paid at Michaels

As a Michaels associate, you must be on the time clock whenever you are doing work in the store. In addition, for your Wilton activities, you must submit a paysheet for every class, demo and display. You must fill in the type of activity and number of students (if applicable) for every activity - the computer is programmed with the correct fees for each activity.

Your pay for each Course is based on the number of students that attend on the first night of class - the more students you teach, the more money you earn! If any students are absent on nights 2, 3 or 4, you must put a note on your pay sheet so that you will still be paid for the number of students from night 1.

Special Note: if you only have one student in a class and they are absent, you will NOT be paid for the full class session, you will only be paid your hourly rate for any time you spent in the store.

To process your pay, the payroll specialist will enter the information from your pay sheet. On your paycheck you will see your pay for classes and class preview demos split up between payroll hours and class bonus. All this means is that your gross pay is divided between 2 different budgets - it does not change your gross pay. Here's an example.

On Monday night you taught a Course 1 with 4 students:

- Your fee (gross pay) for this is \$30.
- You were on the clock from 6:00 to 9:00 pm and your hourly rate is \$7/hour, for a total of \$21.
- Your gross pay is \$30, with \$21 allocated to payroll and \$9 allocated to classroom bonus.

If you or your store have any questions on how to process payroll for Wilton classes and demos, please refer to Michaels Best Practices HR-6.

ANNUAL INSTRUCTOR MEETING INVITATIONS

Be on the look out for your invitation to this summer's AIM. You will be receiving your invitation to your AIM choice 8 weeks prior to the date.

If you have just recently received your AIM Invite Request form, please don't worry about the deadline on it, just return it as soon as possible. We need this form back to know which AIM invitation to send you!

If you have any questions, please do not hesitate to contact your Supervisor.



2007 YEARBOOKS

Once again this year, WMIs can earn a complimentary copy of the 2007 Yearbook this summer if they meet the following qualifications, as determined by their Class Marketing Supervisors beginning in January:

- Track correctly and on-time every month.
- Respond in a timely manner to all inquiries from Wilton.
- Be in good standing with all assigned accounts.

Please be diligent in your work as a WMI in 2006 so you can earn this annual treat!

New Course Reminders with Bar Code

The New Michaels-generated Course Reminders are available on the Michaels Intranet. They have the Bar Code directly on them, which will scan in the 10% discount given to students while taking the course. Instructions for the Store Associate on honoring the discount are directly on the Course Reminder.

These will take the place of the Wilton colored Course Reminders that are ordered through your Instructor Support Material Order Form.

New Class Brochures for the Wilton Assortment



When the Wilton assortment at Michaels is updated in May, the signage will be updated as well. The red blade signs are being removed, and a new fixture will be added to hold a brochure on Wilton classes. This will replace the red brochure that used to hang on the blade signs. These brochures are currently in development. Watch for them to arrive in stores this summer!

The Keys to Successful Wilton Classes at Michaels

In light of the Wilton enrollment success last year at Michaels, we wanted to find out what stores and Instructors did to fill their classes month after month. After polling 60 stores and instructors that grew their enrollment last year, we've identified three common factors of having successful Wilton classes. And, we're going to share them with YOU to help increase your enrollment!

Success Factor #1: Extra Demos

- 75% of stores polled have extra demos at least once a month. One WMI does a demo the Saturday before her classes start, and she fills them every time (and she earns the Wilton Demo Incentive!).

Success Factor #2: Displays

- Updated storyboards in the classroom and a clean and neat display in the designated area of the store (usually the front) are key. A good display is eye-catching and includes information on what to do next - SIGN UP!

Success Factor #3: Signs and Flyers

- Don't rely on other people to advertise your classes! Use the Wilton flyers, or make your own on bright paper, and use them as bagstuffers and in the Wilton aisle. One WMI puts signs in the ladies room - it works!

Think about what you are doing to promote classes and take it up a notch this year. Do one more thing to promote your classes than you did last year, and you'll be sure to exceed your goal every month!

Introducing Wilton Easy Image at Michaels!

Create custom fabric and paper transfers with the click of a mouse using Wilton Easy Image! Customers can use Wilton fabric transfer paper, available *exclusively* at Michaels, to create their very own, custom t-shirt and apparel transfer designs. The line consists of four different types of fabric transfer paper and is supported by a web site. Simply follow the steps and let your creativity run wild!

Visit www.wiltoneasyimage.com to learn more about Easy Image and all of the fun creations that are in store. This product is located in the apparel craft aisle at Michaels. Make sure your students know where to find it! Launches at Michaels on April 28th in the T-Shirt Drive Aisle Display.

2006 UPDATED WILTON ASSORTMENT AT MICHAELS!

It's that time of year again - new Wilton products are on their way to Michaels! In mid-May, your store will be setting the new assortment, which includes these great new products:

- Three new licensed designs - Cars, Superman, and NASCAR
- Ready-to-Use Gum Paste and new fondant tools
- Silicone candy molds and spatulas
- Tiered Cakes book and the new separator sets

A complete list of new items, as well as the items coming out of the assortment, is included with this newsletter. Please familiarize yourself with the new products. We know you're going to love them, which means your students will love them too!

See the next page for the exciting list of products!

Michaels 2006 Wilton Assortment DISCONTINUED ITEMS	
SKU	DESCRIPTION
2104-1064	FD-CANDY KIT BURGER BLAST
2104-5021	FD-KIT KNDY CLAY MNSTR MADNESS
2104-5136	FD-GUMMY KIT-SPONGEBOB
2104-6303	FD-GUMMY KIT-DORA THE EXPLORER
415-313	CUP BLUE LAMIN BON PRTY
710-2181	FD-ROLLED FONDANT PASTEL PINK
710-2182	FD-ROLLED FONDANT PASTEL BLUE
710-2183	FD-ROLLED FONDANT PASTEL YLLW
710-416	FD-ICE A COOKIE WHT
908-110	BOOK BRIDAL CAKES
2104-6302	DORA MAKE-A-COOKIE-FACE KIT
2104-7505	FD-GUMMY SWEET STUFF KIT 3D
2104-1065	FD-CANDY KIT PIZZA CHEF
2104-1196	FD-CANDY KIT TASTY TREASURE
2104-1197	FD-CANDY KIT CANDY CRUISER
2104-2077	PRESS SET CAKE MESS
2104-3209	FD-CANDY BAR KIT SCOOPY W/CDU
2104-3211	FD-GUMMY KIT-SCOOPY DOO
2104-5130	FD-LOLLI KIT SPONGEBOB W/CDU
2104-5131	FD-KIT COOKIE DEC SPONGEBOB
2104-5134	FD-CNDY BAR KT SPONGEBOB W/CDU
2104-5140	FD-KIT KANDY CLAY SPONGEBOB
2104-671	ICE CREAM MACHINE
2104-8915	REFILL CAKE NO BAKE CHOCOLATE
2104-8916	REFILL CAKE NO BAKE YELLOW
2104-8918	KIT CAKE NO BAKE TEDDY BEAR
2104-8919	KIT CAKE NO BAKE HEART
2104-8920	KIT CAKE NO BAKE CUPCAKE
2104-8934	FD-CANDY BAR KIT BARBIE W/CDU
2308-1070	CAKE CUTTER 4" S/S TIERED
2308-3002	CC 5.5" COPPER STAR
2308-3040	HEART COPPER 5.5"
2308-3042	DAISY 5 1/2 IN COPPER
307-702	PEDESTAL CAKE DOME
403-9444	LILY NAIL SET 8PC
414-1010	TIP BRUSH - MAXI
417-181	CAKE STAMPS GEOMETRIC 6 PACK
417-182	CAKE STAMPS NATURE 6 PACK
417-183	CAKE STAMPS ROMANTIC 6 PACK
417-184	CAKE STAMPS BABY 6 PACK
610-920	FD-STAMPING COLOR RED
610-921	FD-STAMPING COLOR YELLOW
610-922	FD-STAMPING COLOR BLUE
610-923	FD-STAMPING COLOR ORANGE
610-924	FD-STAMPING COLOR GREEN
610-925	FD-STAMPING COLOR PINK
610-926	FD-STAMPING COLOR VIOLET
704-671	FD-ICE CREAM MIX VANILLA
710-2184	FD-ROLLED FONDANT PASTEL GREEN
2105-6262	CAKE PAN FAIRLY ODD PARENTS
2811-6262	CNDL #1 FAIRLY ODD PARENTS
415-6262	BAKNG CUPS FAIRLY ODD PARNTS
601-6262	FD-IC CLR SET FAIRLY ODD PRNTS
710-6262	FD-IC DECS FAIRLY ODD PARENTS

Michaels 2006 Wilton Assortment NEW ITEMS	
SKU	DESCRIPTION
1005-410	SET WHITE STAMEN
1904-1067	CANDY MELTING SET MINI CERAMIC
1904-1068	LOLLIPOP HOLDER SWIRLY
1904-1076	CANDY MELTING SET CERAMIC
1907-1224	FONDANT ROLLER SPIRAL IMPRINT
1912-2500	TREAT BAG NASCAR
1912-3350	TREAT BAGS SUPERMAN W/TIES
1912-6400	TREAT BAGS CARS W/TIES
1914-1285	FD CANDY PEN COMBO PACK
2104-9004	CHOCOLATE MELTING POT
2105-1012	PAN LION CAKE
2105-1017	PAN BOW/RIBBON CAKE
2105-2500	PAN NASCAR CAKE
2105-3350	PAN SUPERMAN CAKE
2105-4819	PAN 6 CAV STAR SILICONE
2105-4824	PAN 6 CAV HEART SILICONE
2105-4825	PAN 6 CAV BLOSSOM SILICONE
2105-4832	PAN 6 CAV ROUND SILICONE
2105-6400	PAN CARS CAKE
2105-9961	PAN CHECKERBOARD CAKE SET
2115-1038	CANDY MOLD BUTTERFLY SILICONE
2115-1039	CANDY MOLD HEART SILICONE
2115-1040	CANDY MOLD TEDDY BEAR SILICONE
2811-2500	CANDLE NASCAR TROPHY W/FLAGS
2811-3350	CANDLE SUPERMAN LOGO
2811-6400	CANDLE CARS WITH LOGO
302-4102	PLATE 8IN SMOOTH EDGE PREF
302-4103	PLATE 10IN SMOOTH EDGE PREF
302-4104	PLATE 12IN SMOOTH EDGE PREF
303-658	PILLARS 2.5 IN SLEEK
303-659	PILLARS 5 IN SLEEK
303-8175	SEP SET SPIRAL WIRE 14IN
303-8176	SEP SET SPIRAL WIRE 7IN
303-822	SEP SET 2 IN GLOBE
303-823	SEP SET 3 PC CAKE GLOBE
303-824	SEP SET 2.5 IN GLOBE
303-825	SEP SET 3 IN GLOBAL STRUCT
303-980	PILLAR WRAP SET LACE
303-981	PILLAR WRAP SET SILVER
304-8174	SEP SET TAILORED TIERS 7PC
307-873	CAKE STAND 12" WHITE CERAMIC
409-6048	KNIFE/SPATULA SILICONE
409-6050	SPATULA MED SILICONE ICING
409-6054	SPATULA COOKIE
409-6056	BRUSH MED SILICONE DEC
415-2500	CUP NASCAR BAKING
415-3350	CUPS SUPERMAN BAKING
415-6400	CUPS CARS BAKING
570-1126	OVEN MITT SILICONE
601-2500	FD ICING COLOR SET NASCAR
601-3350	FD ICING COLOR SET SUPERMAN
601-6400	FD - CARS ICING COLOR SET
704-472	FD - 4 PK ICING WRITER SET
704-481	FD COOKIE ICING WHITE
707-130	FD READY-TO-USE GUM PASTE 1LB
710-2500	FD - NASCAR ICING DEC
710-3350	FD - SUPERMAN ICING DEC
710-6400	FD - CARS ICING DEC
902-1108	BOOK 2006 TIERED CAKE

MICHAELS CORPORATE CORNER

Every April at Wilton, the entire company gathers to recognize outstanding achievements in Wilton class enrollment. We are very pleased to announce that the 2005 award for "Highest Enrollment Over Goal" went to the Michaels Class Marketing Team! Your Supervisors and Assistant Supervisor have done an outstanding job staffing Michael's stores with Instructors and keeping you as informed and prepared as possible to achieve your enrollment goals. Please join us in congratulating them!

We would also like to take a moment to congratulate you, the Michaels Associate Wilton Method Instructors. Your hard work in promoting and teaching your classes is what makes our program a success. Without you striving to exceed your goals, we could never meet ours. Thank you for tremendous work in 2005! We look forward to everyone's continued success in 2006!

Suzy Cravens
Manager, In-Store Events
Michaels Stores, Inc.

Shawn Broda
Sr. Class Marketing Manager
Wilton Enterprises

The New Incentive Plus Program a Success!

Thanks for your positive reviews of our new WMI Incentive Plus Program. We want you to be excited about the rewards you earn, and we are glad to hear it's working! We hope to continue updating this program to bring you new and exciting options whenever possible.

In order to keep this program running all year, we do have to make a change. Effective 4/17/06, Visa card orders will be limited to one per WMI per year. However, orders for logo items, Mario Batali product or the bakeware set will remain unlimited. And, don't forget that your gift certificates can be used to order Wilton products, too. You will definitely want to save some up for the new products debuting this summer!

SPECIAL SUMMER INCENTIVE, JUST FOR MICHAELS INSTRUCTORS!

We know you have to work extra hard to fill your classes in the summer, and we want to reward you for that! This summer, if you teach at least one 4-week course a month, you'll earn a set of the brand new Wilton Silicone Gadgets! Here are the details:

- Teach at least one 4-week course a month in June, July and August.
- Tracking correctly and on-time (that means sending in your tracking to Wilton and to your CMS!) each month.

If you meet the above requirements, you'll automatically receive the brand new Silicone Oven Glove, Pastry Brush and Spatula - FREE!!!! Use your upcoming class preview to fill your summer classes - you don't want to miss this great deal!

Helpful Hints

Soft Selling: The art of selling product through use and demonstration without the constant nagging to purchase product.

WMI Goal: Educate and Sell!

This is what WMI's do while using the Wilton product to show students how to decorate cakes. While you use the product and tell students how great they are, they in turn will take your advice and purchase these items, because they want to have them so they can complete their projects to look like yours.

Soft selling is something you should be doing in every class, and you don't have to limit the product to what is in the Course book – any of the Wilton products that are available in your store can be promoted. Your enthusiasm for the product is a great soft-selling technique!

¡Noticias Emocionantes para Instructores de Habla Hispana!

El Departamento de Promoción Educativa está investigando la posibilidad de realizar dos seminarios de habla hispana en los Estados Unidos empezando en Octubre, 2006. La idea está actualmente en las etapas de desarrollo y el continuo desarrollo dependerá en gran parte en la demanda del instructor. Cualquier instructor que este interesado en atender un seminario en español llame al 1-800-772-7100, ext. 2921, 2866 o 2821. Favor de dejar su nombre, numero de instructor, el área en la cual usted vive y numero de teléfono. Mensajes en español son bien recibidos.

Hacemos esto porque reconocemos que hay muchos consumidores que se beneficiarán de tomar nuestras clases en un ambiente de habla hispana. Tenemos una comunidad maravillosa de Instructores que necesitan comunicarse en un lenguaje común y creemos que un seminario basado en español es una gran oportunidad para preparar a IMW (Instructor del Método Wilton) que enseñan estas clases. Es necesario tomar en cuenta que todos los IMW en los Estados Unidos deben tener la capacidad de comunicarse en Ingles. Sin embargo, para los propósitos de negocio, Ingles es el lenguaje principal de nuestra oficina corporativa.

(TRANSLATION) Exciting News for Spanish Speaking Instructors!

The Educational Marketing Department is checking into the possibility of hosting two Spanish language instructor seminars in the U.S. as early as October 2006. The idea currently is in development, but implementation depends on instructor demand. Any instructor who is interested in

attending a Spanish language instructor seminar, call 1-800-772-7100, extension 2921, 2866 or 2821. Please leave your name, instructor number, area in which you live, and phone number.

Happy Mother's Day

MOM'S HEARTFELT EGG BAKE *Courtesy of Wilton Enterprises*

3 eggs
1-1/2 cups milk
¾ cup biscuit mix
¼ teaspoon white pepper
1 cup finely shredded Cheddar, Colby, Monterey Jack or combination of cheeses
1 cup diced Canadian bacon
1 cup frozen cut asparagus spears, thawed and cut to 1-inch pieces
1 package (1.25) Hollandaise sauce, prepared according to package instructions (optional)

Preheat oven to 350° F. Spray pan cavities with vegetable pan spray.

In bowl, beat together eggs, milk and biscuit mix. Evenly divide cheese, Canadian bacon and asparagus between pan cavities; top with egg mixture. Bake 25-30 minutes or until set. Cool in pan on wire rack 5 – 10 minutes. Turn out of pan and serve, if desired, with Hollandaise sauce.

Wilton Products:

6 Cavity Mini Hearts pan

<p align="center">MICHAELS 2006 WILTON CLASS SCHEDULE JULY - DECEMBER</p>
--

NAME: _____ STORE #: _____

I, II, III DAY DATE TIME

JULY CLASSES

CLASS STARTS WEEK OF: 07/09/06

PROMO: Penny Kit with Registration

COURSE_____	_____	_____	_____	DEMO _____
COURSE_____	_____	_____	_____	DEMO _____
COURSE_____	_____	_____	_____	
PROJECT CLASS	_____	_____	_____	TYPE _____
PROJECT CLASS	_____	_____	_____	TYPE _____

AUGUST CLASSES

CLASS STARTS WEEK OF: 08/06/06

PROMO: 1/2 off

COURSE_____	_____	_____	_____	DEMO _____
COURSE_____	_____	_____	_____	DEMO _____
COURSE_____	_____	_____	_____	
PROJECT CLASS	_____	_____	_____	TYPE _____
PROJECT CLASS	_____	_____	_____	TYPE _____

SEPTEMBER CLASSES

CLASS STARTS WEEK OF: 09/03/06

PROMO: Bring a Friend for Free

COURSE_____	_____	_____	_____	DEMO: Class <u>Preview Demo 9/23/06</u>
COURSE_____	_____	_____	_____	DEMO: <u>Halloween/New Products</u>
COURSE_____	_____	_____	_____	
PROJECT CLASS	_____	_____	_____	TYPE _____
PROJECT CLASS	_____	_____	_____	TYPE _____

OCTOBER CLASSES

CLASS STARTS WEEK OF: 10/08/06

PROMO: Purchase Kit/Caddy--Class Free

COURSE_____	_____	_____	_____	DEMO _____
COURSE_____	_____	_____	_____	DEMO _____
COURSE_____	_____	_____	_____	
PROJECT CLASS	_____	_____	_____	TYPE _____
PROJECT CLASS	_____	_____	_____	TYPE _____

NOVEMBER CLASSES

CLASS STARTS WEEK OF: 11/05/06

PROMO: 1/2 Off

COURSE_____	_____	_____	_____	DEMO: <u>Class Preview Demo 11/11/06</u>
COURSE_____	_____	_____	_____	DEMO: <u>Gingerbread</u>
COURSE_____	_____	_____	_____	
PROJECT CLASS	_____	_____	_____	TYPE: <u>Holiday Gingerbread Workshop</u>
PROJECT CLASS	_____	_____	_____	TYPE _____

DECEMBER CLASSES

CLASS STARTS WEEK OF: 12/03/06

PROMO: 1/2 off

COURSE_____	_____	_____	_____	DEMO _____
COURSE_____	_____	_____	_____	DEMO _____
COURSE_____	_____	_____	_____	
PROJECT CLASS	_____	_____	_____	TYPE: <u>Holiday Gingerbread Workshop</u>
PROJECT CLASS	_____	_____	_____	TYPE _____

MICHAELS CLASS PREVIEW WILTON DEMO OUTLINE FOR:

Saturday June 3, 2006, 1-4pm

DEMO OVERVIEW – COURSE 1 AND SUMMER CELEBRATIONS!

- To line up students for your summer classes, your class preview demo will feature techniques from Course 1 and your choice of themes – Dads, Grads or Patriotic.
- Make sure your classes are on the calendar and registration information is in the class sign up book prior to the demo. **Use this opportunity to fill your classes!**

WHAT TO BRING

- A cake, cookies, or cupcakes to decorate for the option you select.
- Medium to thin buttercream icing for borders, lines and icing things smooth.
- The appropriate tools and supplies needed for the ideas you select.
- Apron, name badge, and class information and interest sheets.

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 cake/treats. Make sure you leave room to display the lesson plans, class information and 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.
- The focus of the demo is on Course 1 techniques with a graduation, father's day or patriotic theme. Change your icing color to adapt to the theme you select. You will need a single layer cake or 12 cupcakes. Select one of the following options for your demo (or create your own):
 - Father's Day: Figure pipe fish for an outdoor theme, or decorate different sports balls using the star and round tips.
 - Graduation: Find out the colors of the local high schools and decorate for school spirit. Try a pattern transfer of a mortar board or diploma.
 - Patriotic: Stars, stripes, or complete flags on cookies or cupcakes.
- For "inspiration" look through your collection of yearbooks.
- **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!
- Why not leave your decorated treats in the break room for your fellow associates? Make sure they know it's from you!
- **For more details on performing an effective demo, contact your Wilton Supervisor right away!**