



THE CLASS CONNECTION

January/February 2008

Michaels[®]

Tiffany Smith

Sr. Class Marketing Supervisor
506 Barry Road
Rochester, NY 14617
Direct Office Phone: (585) 467-2883
Voice Mail only: (800) 772-7100 x2914
E-mail: tsmith@wilton.com

Tiffany's Office Hours:

Mon. through Fri. 9:00 a.m. – 3:00 p.m. *

*My hours are not limited to just these; rather these are the *best* times to try to reach me by phone when calling my office directly at (585) 467-2883.

Wilton Products Corporate Office

Attn: Class Marketing Dept.
2240 West 75th Street
Woodridge, IL 60517
Fax: (630) 810-2547

Official WMI Website

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

Michaels Team Website

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

Personal Orders from the Wilton Yearbook:

Retail Customer Service: (800) 794-5866

(Your orders must be by credit or debit card only. To receive your 40% discount you must mention that you are a WMI before placing your order.)

Instructor Support Materials and Tracking orders website:

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

WMIs Needed

Your student referrals continue to be our best WMI candidates so please keep them coming. Below are the accounts that currently need WMIs. If you or someone you know is interested in one of these locations, please contact me immediately.

Danbury, CT*	N. Brunswick, NJ *
Newington, CT	Ocean, NJ**
Rehoboth, DE**	Parsippany, NJ**
Wilmington, DE**	Bay Shore, NY**
Mansfield, MA**	Camillus, NY**
N. Dartmouth, MA**	Dewitt, NY
Taunton, MA	Greece, NY**
Wareham, MA**	Hartsdale, NY
W. Springfield, MA**	Henrietta, NY**
Gaithersburg, MD**	Mohegan Lake, NY**
Lutherville, MD**	Middletown, NY
Ocean City, MD*	Plattsburgh, NY**
Rockville, MD	Woodside, NY**
Towson, MD	Middletown, RI
Waldorf, MD**	Fairfax, VA**
Scarborough, ME**	Falls Church, VA**
Amherst, NH*	Vienna, VA**
Rutland, VT	Stafford, VA**

EARN A 2009 WILTON YEARBOOK!

A new year means a new Wilton yearbook! WMIs can earn a complimentary copy of the new publication by meeting the following qualifications beginning in January 2008:

- 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 following your WMI duties in 2008 so you can earn your annual treat when the book is released in July.

INSIDE THIS ISSUE

- ✓ Updated Class Schedule
- ✓ February Mandatory Demo Info
- ✓ 2008 Instructor Incentive Update
- ✓ 2008 AIM Reminder

... and much More!

PLEASE CHECK YOUR EMAIL AND THE MICHAELS TEAM WEBSITE FREQUENTLY!



UPCOMING WILTON/MICHAELS CLASS SCHEDULE

<u>Month</u>	<u>Classes Start</u>	<u>Promotion**</u>
February	2/3/2008	50% Off
March	3/2/2008	50% Off
April	4/6/2008	50% Off
May	5/4/2008	40% Off

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

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

Mandatory Wilton Demo Dates:

Saturday, February 9, 2008	1-3 pm
Saturday, April 26, 2008	1-3 pm

The outline for the 2/9/08 demo is at the end of this newsletter. Just like Class Previews, only one Mandatory Demo per store is required. If more than one WMI is at your store, you'll need to decide who is covering each demo.

Just a reminder – when you mark the promotions on your tracking, be sure to use the correct one for the month as listed above.

Michaels Classroom Updates in 2008

Stay tuned for exciting updates to the Michaels class program in 2008. Some people still don't even know that Michaels offers classes, parties, kids' activities, and events! Imagine that!!! So...we are working very hard to gain more exposure for all the hard work you do every day in making your store's events and classes and kids' activities so successful! Some stores will be testing different opportunities and programs for us, so that we may learn more about our students' interests and needs. We will keep you posted on our learnings and how they will impact the things we roll out to the entire chain.

Until then, it's business as usual – Wilton classes are the #1 Class at Michaels! We will keep you well-informed of the programs to be offered in your store. Rest assured, this is going to be a fun-filled year of lots of new things and tons of excitement in our stores.

CORPORATE CORNER

Your Wilton New Year's Resolution!

Do you wonder, each new year, how this can be the year you increase your Wilton enrollment? If you've ever wondered how some instructors teach 300 or 400 students in one year, I'll share one of their secrets for success with you.

Schedule Course 1 Every Month

Course 1 is what "feeds" all other Wilton courses. And, it sells the most product, so offering Course 1 every month will also help drive store sales, an important function of the Wilton program. Michaels stores are required to offer Course 1 every month, with additional 4-week courses as the schedule allows. Between you and your co-instructors, make sure that Course 1 is always covered.

Don't worry - we're going to help you! Wilton sponsors special "Bounce-In" coupons good for \$5 off Course 1 tuition. Wilton Bounce-In Coupons are available on the Michaels store computer. Ask your EC to print some for you before every demo, starting with the Wilton demo on Feb. 9th. You'll not only be showing them Course 1 techniques, you'll also be showing them an easy, inexpensive way to take the course!

Finally, as we start this new year, I'd like to remind you how important your feedback is to Wilton. When you submit a tracking form that shows 0 students, make sure you include a comment - why didn't the course run, why didn't you offer a course, what did you do to make things happen? **Without your feedback, we can't use the Wilton and Michaels resources to help you turn things around.**

By boosting Course 1 and giving us the information we need to help you, you are going to achieve your New Year's resolution this year - by working together, we'll make 2008 a year of success!

Shawn A. Broda
Senior Class Marketing Manager
Wilton Enterprises

**MICHAELS WILTON METHOD
INSTRUCTOR
2007 FONDANT & GUM PASTE
ENROLLMENT CONTEST**

THIRD QUARTER WINNERS

Wilton is pleased to recognize the following Stores and Instructors for outstanding Fondant and Gum Paste enrollment during the third quarter of 2007:

ZO NE	Dist #	Str #	Store Location	Wilton Instructor	
1	105	2104	LAKWOOD, CO	KIM	PHILLIPS
2	211	9963	GOLETA, CA	JEANNE LOUISE	SAYRE SCIOTTO
3	303	4806	EXTON, PA	KATHLEEN	FINCH
4	404	3855	SPARTANBURG, SC	CHRIS LINDA	DUNCAN SCHMIDT
5	703	5806	ANCHORAGE, AK	BONNIE BARBARA IVY	DUNCAN STRONG WILLIAMS
6	605	9990	MONROEVILLE, PA	LINDA	GRESS

2008 QUARTERLY DEMO INCENTIVE

Each month you are asked to do a 2-hour demo at Michaels. For this you will be paid \$25 by the store. You can also receive an add'l incentive from Wilton in the form of Wilton gift certificates. (All 2-hour 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 etc.)
- Track correctly and on time
- Turn in the Demo Incentive Form which has been included in this newsletter for your convenience.

For this, you will receive \$30 in Wilton Gift Certificates.

Don't miss out on your chance to get the new Wilton Product for free by earning and redeeming your gift certificates.

**2008 WILTON METHOD INSTRUCTOR
INCENTIVE PROGRAM**

2007 was another record year for Wilton classes, thanks to our fabulous WMIs! To keep the excitement growing, we are happy to once again offer you a special incentive program for reaching your goals!

To keep things simple, we will no longer use Goal Points and Gift Certificates. In 2008, you will receive only Wilton Gift Certificates to use for purchasing either Wilton products with your WMI discount or exclusive Wilton logo items, just for WMIs. Simple to earn, simple to redeem!

The 2008 Incentive Program rewards you for reaching your individual monthly retail account goal. Your monthly goal is 10% over last years enrollment with a minimum of 12. If you had no enrollment, then your goal would be 12.

For each account where you teach, when you meet or exceed your monthly goal and track on time and correctly, you will receive a \$10 Wilton Gift Certificate.

You will receive the updated forms with any gift certificates you earn or you can access them on the Wilton Method website.

Good luck in 2008!

**NEW WILTON CONTEST FOR A NEW
YEAR!**

In 2008, Wilton will be sponsoring periodic enrollment contests at Michaels to reward you and your EC for your hard work! First up:

January – Highest Course 1 Enrollment!

The store in each zone with the highest Course 1 enrollment for January will be selected. All WMIs at the store and the EC will receive an assortment of the new Better Baking Tools worth \$50! Get those Course 1's filled so you can be a winner!

2008 AIM REMINDER

AIMs are just around the corner. Locations and dates for your area are below. Watch for an announcement in January on how you can request your invitation to attend. You won't want to miss out this year!

DATE	LOCATION
June 21, 2008	Rochester, NY
June 28, 2008	Richmond, VA
June 28, 2008	Bethlehem, PA
June 28, 2008	Pittsburgh, PA
July 12, 2008	Plainview, NY
July 12, 2008	Tewksbury, MA
August 2, 2008	Baltimore, MD

WEBSITE INFORMATION

We have three websites that you should be visiting frequently.

- The **Michaels team website** where you can find updated Michaels information, newsletters, flyers, demo info, etc.
- The **Wilton Method Instructor website** which includes the DOII, forms, etc,
- The **Echo System** you can use to order tracking supplies and other Instructor support materials right online.

You will find they are a great resource. If you have trouble accessing any of them, please contact your Class Marketing Supervisor.

BOUNCE BACK COUPONS

Bounce back coupons are still in effect. You should be handing them out to your students on the first night of class. Students can redeem them for C2, C3 and Fondant and Gum Paste classes. They can be used in addition to the current promotion of each month.

These are funded by Wilton and Michaels is reimbursed when the coupons are faxed in to the number on the coupon. You can obtain the coupons by contacting your Wilton Class Marketing Supervisor.

WILTON 2008 VALENTINE ASSORTMENT AT MICHAELS

Wilton Stock #	Description	2008 US Retail
710-968	SPRINKLES CONFETTI HEARTS	\$1.99
710-855	SPRINKLES KISSES MIX	\$1.99
710-854	HEART MIX SPRINKLE	\$1.99
710-824	DECS IC HEARTS MINI/PETITE	\$1.99
710-738	SPRINKLE MIX SWEETHEART 6CELL	\$5.99
710-6315	SPRINKLES CHOCOLATE HEARTS MIX	\$2.99
710-558	VALENTINES NON PERIELS	\$2.99
710-558	NON PERIELS VALENTINES	\$2.99
704-488	COOKIE ICING RED	\$3.99
704-486	COOKIE ICING PINK	\$3.99
509-165	COOKIECUTR 5 PINK METAL HEART	\$0.99
509-164	COOKIE CUTR 3 RED METAL HEART	\$0.79
417-494	STENCIL MINI VALENTINES	\$1.99
415-9409	12CT HEART SHAPED SILICONE BAKING CUPS	\$9.99
415-519	CUP MINI HEARTS REMEMBERED	\$1.99
415-518	CUPS STD HEARTS REMEMBERED	\$1.99
415-462	CUPS STD LOVE HEART 75CT	\$1.99
415-461	CUP MINI LOVE HEART 100CT	\$1.99
2310-647	DOUBLE HEART COMFORT GRIP	\$2.99
2310-646	LIPS COMFORT GRIP	\$2.99
2115-4440	CANDY MOLD DOUBLE HEART	\$1.99
2115-3025	CANDY MOLD PRETZEL	\$1.99
2105-8104	PAN HEART TREATS	\$7.99
2105-4860	12 CAVITY SILICONE MINI HEART PAN	\$9.99
2104-TBD	Color a Cookie Cookie Notes	\$3.99
2104-4159	MEGA CANDY KIT VALENTINES	\$9.99
2104-2626	COOKIE KIT VALENTINES HEARTS	\$9.99
2104-1650	PRETZEL DIPPING KIT	\$6.99
1912-TBD	BAG PAPER WITH SEALS KISS ME	\$1.99
1912-9371	BAGS TREAT KISS ME	\$1.99
1912-9348	BAG SHAPED VALENTINES HEART	\$1.99
1912-1292	HEARTS REMEMBERED PARTY BAGS	\$1.99
1912-1269	PARTY BAGS HEARTS WITH TIES	\$1.99
1912-1123	BAGS TREAT MINI HEARTS	\$1.99

A Reminder about Tracking

Tracking is required every single month, even when you have zero students to report. If you do not have a class starting in any given month, then you need to track a zero, along with an indication as to whether you scheduled a class that ended up getting canceled due to no sign-ups or that you were unavailable to offer a class that month. If I do leave you a phone message requesting your tracking information, please be kind enough to return my call. Thank you for your cooperation.

MICHAELS MANDATORY WILTON DEMO OUTLINE FOR: Saturday February 9, 2008, 1-3pm

DEMO OVERVIEW – VALENTINE TREATS FEATURING COURSE 1 TECHNIQUES!

- To support the Valentine's Day assortment and promote your Course 1 classes (the CORE of the Wilton program!), your class preview demo will feature the treats of your choice decorated for the season, featuring basic techniques. Since we are focusing on the basics, this is a great opportunity to show customers the Better Baking assortment of kitchen tools.
- If your store still has a 13ct Cupcakes 'N More Stand in the classroom, you can use this stand again.
- Make sure all Wilton classes in your store are on the calendar and that registration information is in the class 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 February and March 4-week classes!**
- This is a Mandatory 2-hour Wilton Demo event – you will be paid \$25 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 – Choose your treat!

- You choose the treat - bring 18 - 24 cupcakes **or** cookies (at least 3" in diameter).
- **Store-Use Product:** 1 ea Wilton White Decorator Icing, 1 ea Wilton Confetti Hearts Sprinkle Mix, 1 ea Wilton Valentine Baking Cups (only if you select cupcakes - choose between the Hearts Remembered and Love Heart patterns). Store use product is property of the store. Talk to your EC about what to do with any product left over after the demo.
- The appropriate icing colors, tools and supplies needed for the ideas you select.
- Apron, name badge, and class information and interest sheets for all Wilton courses at your store.

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 treats and the stand. Make sure you leave room to display the 2008 Yearbook, lesson plans, class information and store 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.
- **Don't forget to select some items from the Valentine and Better Baking assortments to display as well. Here are some key items to feature:**
 - Candy is HOT for Valentine's Day – display the Wilton Valentine Candy and Pretzel Molds, the Valentine Mega Candy Kit, and an assortment of Candy Melts.
 - The Better Baking assortment is all new! Select a few items to display, such as the measuring cups and spoons, cake lifter, whisk and spatula, along with some copies of the Better Baking brochure. Encourage customers to visit the assortment and point out how useful these tools can be for all baking and cooking activities.
- The decorating focus of the demo is Valentine's Day treats decorated with basic Course 1 techniques. Choose one or two ideas and repeat them on multiple cupcakes or cookies. For inspiration and ideas, refer to Valentine ideas in your Wilton Yearbooks, or the ideas shown on the various Wilton Valentine product packaging.
- **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!

For more details on performing an effective demo, contact your Wilton Supervisor right away!

Participate in the extra incentive from Wilton when doing extra demos at Michaels.

This demo incentive will be awarded quarterly with a guaranteed \$30 in Wilton Gift Certificates for doing your demos if you do the minimum of 2 hours of extra demos for each of the 3 months in the quarter. (You can, of course, do more demos as your store allows.)

Return the form along with your tracking to your supervisor.

WILTON EXTRA /HOURLY DEMO INCENTIVE FORM

WMI NAME:	WMI #:
MICHAELS STORE #:	STORE CITY/ST:

CRAFT TIME & HOURLY DEMO DATE	DEMO TIME	# HOURS	SIGNATURE – MGR ON DUTY
TOTAL # HOURS:			

** Send this form to your Wilton Class Marketing Supervisor in the yellow envelope with your monthly tracking. **

WILTON EXTRA/HOURLY DEMO INCENTIVE FORM

WMI NAME:	WMI #:
MICHAELS STORE #:	STORE CITY/ST:

CRAFT TIME & HOURLY DEMO DATE	DEMO TIME	# HOURS	SIGNATURE – MGR ON DUTY
TOTAL # HOURS:			

** Send this form to your Wilton Class Marketing Supervisor in the yellow envelope with your monthly tracking. **

WILTON EXTRA/HOURLY DEMO INCENTIVE FORM

WMI NAME:	WMI #:
MICHAELS STORE #:	STORE CITY/ST:

CRAFT TIME & HOURLY DEMO DATE	DEMO TIME	# HOURS	SIGNATURE – MGR ON DUTY
TOTAL # HOURS:			

** Send this form to your Wilton Class Marketing Supervisor in the yellow envelope with your monthly tracking. **