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**In This Issue**

Data Security Training  
Classes Open House Event  
WUA/Blankets for Canada  
Joining Party  
Top Stores for December



This edition of **Jenny's Notes** covers the March 3rd Open House information, as well as, Warm Up America/Blankets for Canada joining party details and a few other things.

As always, thank you for all your hard work and continued dedication to the Discover Classes. Feel free to [contact](#) me anytime with your

## Mandatory Event Classes Open House March 3rd, 1pm - 3pm

**Michaels will be hosting another Classes Open House Event on March 3rd from 1pm - 3pm.** During this mandatory event, you will work with your Store Manager to setup a table at the front of the store or outside on the sidewalk, if the weather is nice, to sell your classes at a **25% DISCOUNT**.

Please display samples of your work and a [storyboard with pictures of projects](#). Also, have flyers with your class schedule and class descriptions to give to customers. Be creative with your table! Ask potential students what they would like to learn and if it's not already a Discover project, sign them up for the [Discover Time for Knit/Crochet class](#).

**This is not a time to work on samples, but a time to sell your classes. The 25% off discount is good THE ENTIRE DAY so please make sure you and the Store Manager are able to inform all employees that day that classes are discounted so they can promote them at the register.** In addition, work with your Store Manager to have **PA announcements** be made throughout the day to promote the classes.



thoughts, ideas or questions and [please send me pictures](#) of you teaching or doing a demo, your storyboard, or anything class related, including fliers you have made to promote your classes. You may be featured in our next newsletter!

Jenny Bessonette  
Director of Discover  
Classes

### Data Security Training at Michaels Stores

Michaels Corporate is rolling out a Data Security policies to all associates. Since you are a Michaels' associate, instructors are required to complete the training. Your Store Manager will have all the information and instructions to complete the training. Training was supposed to be completed by January 15th, so, if you haven't done it yet, please contact your Store Manager very soon!

### Quick Links...

[Craft Yarn Council](#)

[Discover Classes](#)

[Warm Up America](#)

**If you are teaching at more than one store**, work with your Store Manager to find an associate who can promote your classes for you in your other store.

*Knit and Crochet Instructor,  
Anne Lymer , with her student  
at store 3406 in Markham, ON  
Canada*

Remember, you will be paid your normal teaching pay rate: 90% for each paying student in your class, regardless of the discount. So that means, you are still getting paid as if the student paid the full price of \$25 for the class.

**Be sure to spread the word to your past students who may be interested in signing up for more classes!**

## Warm Up America/Blankets for Canada Joining Parties

If you have not already held a Warm Up America/Blankets for Canada joining party, now is the time to do so! **Stores have been asked to have the party between now and the first two weeks of February.** This is a volunteer event and you are not required to be there. If you are unable to attend, please work with your Store Manager to find another volunteer to lead the party. However, if you are able to attend, that would be wonderful!



*WUA joining party at store 9906 in Washington, PA. Karen Corwin (crochet instructor) and Bonnie Lushen (knit instructor) led the joining party on January 22, 2012. 370 squares were donated.*

**Michaels management would like to record the number of Warm Up America/Blankets for Canada squares and blankets each store receives and there is now a sku to do**

[Blankets for Canada](#)

[Discover Instructor Forum](#)

**this.** Speak with your Store Manager about the sku and how to scan in your squares and blankets.

When you have completed blankets and are ready to donate them to the charity of your and your store's choice, this is a perfect time to think about publicity for the project. Work with your Store Manager to contact the local media and be sure to send [Jenny](#) updates and pictures of the event.

## Kudos!

*Michaels management honors associates with the largest number of class registrations every month. Winners receive a recognition pin and certificate. Congratulations to the top three stores and their instructors for December!!!*

1) Store 8814 - Bel Air, MD

**Joan Hopkins** - Knit & Crochet Instructor

**Jane Ziemba** - Crochet Instructor

Total Registrations: 21

2) Store 7804 - Greensboro, NC

**Claretta Bostic-Holland** - Knit & Crochet Instructor

Total Registrations: 19

3) Store 3983 - Toronto - Downsview, Canada

**Jacqui Slapcoff** - Knit & Crochet Instructor

Total Registrations: 19



**Jacqui Slapcoff's Demo Table at Store 3983.** During her demo, Jacqui works on a sample projects and also displays some of her finished Discover projects along with a swatch book that includes both the knit and crochet projects, business cards to give to customers and separate knit and crochet flyers in color with the times and dates of classes.