

The Newsletter for Teachers

Craft Yarn Council
Discover Instructor
Newsletter

Volume 2
Issue 2
June 28, 2011

Knit & Crochet Classes

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UPDATE: New Lower Prices for Canada!!

Teacher Roundup

Teacher Roundup is a new column in which we will interview Discover instructors about their experiences and how they are tackling challenges.

DYNAMIC DUO

Susan Leibowitz is the Discover knit instructor at six Michaels stores in northern New Jersey. **Rose Garrison** is the crochet instructor in three of the same stores, as well as the backup-knitting teacher. The two struck up a friendship while attending the Craft Yarn Council's onsite Certification program held at the Fashion Institute of Technology in New York City last year. It's a bond that has been extremely helpful as they have worked to promote classes.



Discover the Pattern Stitch Class in Michaels Parsippany - January 2011

To better fit the needs of customers in Canada, Michaels is lowering the price of the Discover Knit and Crochet classes to match what the US customers are paying: **\$25**.

*The new price will go into effect on **July 10th**. If a customer registers before this date for a class that takes place after July 10th, the \$25 price will be honored. Stores may complete a price override to accommodate the customer.*

The current pay structure of 90% of the tuition collected of those who attend class will continue to be in effect.

Important Reminder: Instructor and Student Evaluations

Please remember to pass out the Student Evaluations to all your students at the end of class, collect them and mail them to Jenny Bessonette once a month:

Jenny Bessonette
Discover Class Director 6505 W. Park Blvd., Ste. 306, PMB 318
Plano, TX 75093

In addition, please fill out the Teacher Evaluation online form at the end of all your classes. These evaluations are very important to help determine future classes and improve current ones. Both evaluations are found on the Discover Instructor website.

Michaels Crafting at the Ballpark

Susan's Discover the Pattern Stitch Class at Michaels Parsippany

"Susan was a tremendous resource for me," explains Rose, "because she started as a Discover instructor before I did. For someone who is new to the Michaels culture, just getting through the hiring process is a challenge, not to mention negotiating store demos and class registrations." The two have very different schedules. Rose has a full-time job, three kids and manages a Girl Scout troop. Susan has more flexibility, which allows her to work between six Michaels stores.

One of the benefits of reaching out to other instructors," notes Susan, "is that you can cover for each other. But more than that, it's a shared experience that enriches us both and we each do a better job." While they occasionally run into each other in the stores, they usually keep in touch via e-mail and phone.

Like many Discover instructors, Rose and Susan find it is difficult to secure good class teaching times because of the number of Wilton classes. They wind up with a mix of daytime, evening and weekend times and frequently their classes are held on the sales floor. "While classes on the selling floor can be a challenge," explains Susan, "we've found they also help us promote classes."



During demos, Susan keeps a sign up sheet on the table for people who want her to send them e-mails about

upcoming classes. "I make it very clear that their e-mails are held in strictest confidence," points out Susan, "and they can opt off the list at any time. It's a simple tool but it's been very effective."

For her more advanced technique classes, Susan has students complete a 3" technique swatch before she takes them around the yarn department. "When we get back to our class, I'll review the technique info and the pattern. In this way, even if they cannot finish the project, which is almost impossible to do, they will have that swatch to use as a reference about how a particular stitch or technique should look."

[Check out Susan's Discover class demo sign-up sheet here.](#) She has agreed to post it at the Discover instructor website to share with other instructors and it can be found under *Discover Signage/Promotion Resources* at bottom of the page.

*Jenny Bessonette
Director of Discover Classes*

Texas Rangers Baseball

On Saturday, April 2nd, 2011, Michaels was the official sponsor of Crafting at the Ballpark at the Texas Rangers Game. This was the first ever crafting event at any major league baseball game. The [Craft Yarn Council](#) was very excited to participate in this event! A booth was setup with [Discover Knit and Crochet](#) class signage and postcards to let all attendees know about your classes.



From left to right: Theresa McCune (a Dallas, TX Discover knit and crochet instructor,) Jenny Bessonette (Director of Discover Classes) and Kathleen Sams (Coats and Clark) all participated in the event and spent hours with attendees making our free make-it-take-it: a VERY cute red, white and blue pom-pom.

All yarn for the pom-poms was donated by the four major yarn companies: [Caron](#), [Coats & Clark](#), [Lion Brand](#) and [Spinrite](#).



Michaels Promotes Class Programs

Michaels' management has initiated an exciting promotion in print and on the web to raise awareness of its growing class program. An attractive, eye-catching 8-page brochure will be distributed at point of purchase and the same informative class message will be incorporated at their website. In addition, there will be more exciting curriculum additions coming up this Fall!

Pictured at right: The knit and crochet class page in the new Michaels' promotional brochure.

Watch for the July newsletter for more class updates!

