

The Newsletter for Discover Teachers

Craft Yarn Council
Knit & Crochet Classes

Craft Yarn Council
Discover Instructor
Newsletter

Volume 2
Issue 3
October 17, 2011

Important Demo Event
November 6th, 2011 * 1 - 3 p.m.

Fall Update...new projects, new classes and more class promotions

Great news!!! Nine new project classes will be posted next week on the [Discover instructor website](#). You may begin offering these classes in your stores starting **November 6th**. (Note: These classes will be offered in addition to the current Discover knit and crochet classes.) The new classes include: baby projects, gift items and afghans/throws. In addition to these project classes, there will be a **Discover Knit and Crochet: Come Sit 'n Stich** class offered. This is an open ended class where students can bring any project they are working on for help or just a time for students to come together to knit and/or crochet. **More details on the new classes will follow next week when they are posted on the Discover instructor website.**



We are also delighted that Michaels' management has committed to doing more to promote the Discover classes. This is possible because the Discover program has reached an important threshold: **we now have classes in more than 800 stores!**

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Michaels has promised more promotional pages at their popular website and more information reaching the stores. In addition, this month, **Michaels is rolling out the Event Planner application to all stores.**

The **Event Planner** is a tool to manage each

Warm Up America & Blankets for Canada



Every November, Michaels has a special yarn promotion week which, this year, begins on November 6. **On that day, there is a mandatory 2 hour Discover Instructor Demo event.**

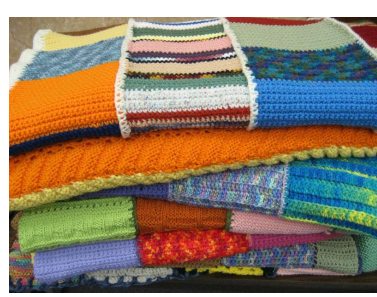
The event will be from 1pm to 3pm on that Sunday. The main purpose of this demo is to promote the kick off of a **Warm Up America** charity drive at Michaels' U.S. stores and a **Blankets for Canada** drive at the Canadian

stores, but it is also an opportunity to promote your knit and crochet classes.

During this demo, you'll demonstrate the stitches used in the Discover Knit and Crochet classes. This can include everything from the garter stitch and single crochet to cable and double crochet.

You should bring the following items with you to the demo:

- * Medium weight yarn that would be suitable for an afghan.
- * Appropriate hook or needles for the yarn.
- * 7" by 9" or 8" by 8" cardboard template.
- * Copies of the [Warm Up America fact sheet](#), which can be downloaded from the Signage & Promotion Resources page at the [Discover website](#).



The syllabus for the demo event has already been posted in Mooglee, so please get with your store manager to obtain a copy. Also, there will be a poster in stores soon with a tear sheet that includes instructions for the squares that the customer can take with

store's specific calendar and communicate it to the customer! Starting as soon as November, customers will be able to go to Michaels.com, pull up your store and see your store specific calendar anytime! This means more people signing up for your classes! You will be asked to finalize your class schedules at least six weeks in advance so it can be in the Event Planner. Please work with your Store Manager on this new tool.

Thank you Michaels!!!

Jenny Bessonette
Director of Discover Classes

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 September!!!

- 1) Store 3932 - Toronto-Oshawa in Ontario
Jan Barrett - Knit and Crochet Instructor
Total Registrations: 43
- 2) Store 9546 - Miami-Flagler in Florida
Luz Stone - Knit and Crochet Instructor
Total Registrations: 40
- 3) Store 3856 - Holmdel, New Jersey
Diana Toni Rhodes - Crochet Instructor
Total Registrations: 37



Diana Toni Rhodes using the Bridgewater, NJ store's kiosk to display crocheted items to help promote her classes.

them.

Warm Up America and **Blankets for Canada** may be familiar charities to many of you, but we thought it would be helpful to provide a brief overview:

- * Both enlist crocheters and knitters to stitch individual sections which are joined into patchwork afghans by other volunteers and donated to people in need. Of course, if volunteers prefer to stitch an entire afghan that's welcomed too!
- * Warm Up America asks volunteers to stitch 7" by 9" (18cm x 23cm) sections.
- * Blankets for Canada asks volunteers to stitch 8" by 8" (20cm x 20cm) sections.
- * Depending on how large or small an afghan is needed, sections are joined into vertical strips and then the strips are joined.
- * For more history, free patterns and joining tips for Warm Up America, visit: <http://www.WarmUpAmerica.org>
- * For more history, free patterns and joining tips for Blankets for Canada, visit: <http://blankets4canada.ca>



The goal of this demo is to show consumers how stitching even one section will help create a warm afghan for someone in need. It's also a great way to demo basic stitch techniques you teach in class.

Need an Idea to Promote Classes?



Sara Erickson, CEM at Michaels in Racine, WI, created these three Discover class call out signs and hung them in a 15 foot section of yarn. Work with your store manager or CEM to create signs like these for your store, calling out class name, class day and time, how much and how to sign up!

