

# The Newsletter for Teachers

Craft Yarn Council  
Discover  
Knit & Crochet Classes

Craft Yarn Council  
Discover Instructor  
Newsletter

Volume 3  
Issue 1  
March 16, 2012

## Michaels' Classes Open House a Success!

The Michaels' Classes Open House, held on Saturday, March 3rd, was extremely successful. All customers who signed up for a Discover class that day received a 25% off discount. Everyone did a wonderful job of promoting their classes!

### *Congrats to the top three stores and instructors for that week:*

- 1) Store 4811 - Wayne, NJ  
**Susan Leibowitz** - Knit Instructor  
**Rosemary Garrison** - Crochet Instructor  
Total Registrations: 42
- 2) Store 3983 - Toronto/Downsview  
**Jacqui Slapcoff** - Knit & Crochet Instructor  
Total Registrations: 37
- 3) Store 9185 - Northborough, MA  
**Rosemary Scala** - Knit & Crochet Instructor  
Total Registrations: 34

## Discover Class UPDATES



comments.

Below are important updates and information related to the Discover Class program. Please let Jenny know if you have any questions or

### \$5 Yarn Night Sku in Mooglee

The \$5 yarn night sku is now available in Mooglee. The yarn night is **optional** for you to offer in your store.

Please work with your Store Manager on the details, but note that this is a time for students to get together to fellowship and crochet/knit and not a time for you to introduce new techniques or teach. It is not a requirement for you to attend yarn night, but if you are able to be there, it is a wonderful time to promote your regular \$25 Discover classes.

### Discover Instructors now have a Facebook Group

CYC has created a [CYC Discover Knit and Crochet Class Instructors Facebook Group](#). This is a closed group and is for Discover Knit and Crochet Class instructors (those who are CIP graduates or currently enrolled in the CIP and who have been hired by Michaels to teach the classes.) Instructors will use this Facebook Group to



Display made by Jean Stephens, knit instructor at store 3506 in Ancaster, ON, showcased during the Open House event.

## Warm Up America: A Lasting Campaign At Store 2702 in Indiana, PA

In January and February, many Michaels stores held Warm Up America and Blankets for Canada joining parties and we received many wonderful stories of very successful campaigns like the following from Barb Kubala, Knit Instructor at Store 2702. Barbara writes:

In the spring of 2002, a retired woman named Jean Speicher walked into the recently opened Michaels Arts and Crafts Store in Indiana, Pennsylvania, and asked if they had "Warm Up America." She had heard about it when she attended a community dinner at a local church and a woman in line near her was talking about it. She had a computer print out which explained the project and told how to make the squares. She was put in touch with Barb Kubala, who was a store employee, and also taught the knitting classes. Jean said she had a few friends who would be interested. They booked the Michaels classroom for the 2nd and 4th Monday mornings each month and the needles have been clicking ever since.

There are always 5 or 6 women present and often up to 12 or 14, who have come together from several different directions, have all become friends, and go out to lunch together afterwards. Jean thought of it as her weekly visit to the psychiatrist! There are also some "Ghost Knitters" who leave squares, strips, and even finished afghans in the box in the corner and the others never see them and don't even know their names. They simply prefer to work at home, alone, or are not free on Monday mornings. It is a very casually

encourage and support each other, share photos, thoughts and ideas. Please always be positive when posting in this group. **To join this group, please visit the link here.** We would love to have you!

In addition, we will continue to have our [Discover Instructors' Forum](#) on the Discover Class website for all instructors to use as a wonderful means to communicate with each other. This forum is also only open to Discover instructors.



### Student and Instructor Evaluation Forms

CYC has updated the evaluation forms to include the new classes. Please visit the [Discover Instructor website](#) to find the [Student](#) and [Instructor](#) Evaluation Forms. We appreciate you taking the time to fill out the instructor form and sending in your students' evaluations! This information helps us to plan future programs.

### Photos of New Projects on Discover Website

There are now individual project images of the projects that were introduced last Fall on the [Signage/Promotion Resources Page](#) on the [Discover Site](#). These images are wonderful to use on your storyboards and any promotional resources you would like to create, including making a notebook with class titles, descriptions and project photos to keep at the registers so that cashiers can help promote your classes to customers.

### Michaels Corporate Emails Weekly Newsletter to Stores



Tim Colley, Class Program Specialist at Michaels, includes a regular page in the store's weekly classroom newsletter entitled "Singing Your Praises." This page is for instructors to brag about their classes, storyboards, student's creations, etc. **Please send photos and stories to Jenny** and she will send on to Tim to include them in the newsletter. They may also be used in the Discover

newsletter.

structured club with no dues and no officers.



(Clockwise from left) Esther Wiley, Betty Jamison, Ruby Jacob, Thelma Sturiale, Barbara Henry, Diane Lohr, Pat Ferreira

When additional yarn is needed they print requests in the local newspaper and the box fills up. Several times they have had so much yarn that they had to pack it up and store it in someone's garage until it could be put to use. Once Jean was interviewed on a local radio community interest program, which resulted in many yarn contributions. When Michaels has an in-store promotion involving Warm Up America, several volunteer representatives from the group sit at the table and talk to passersby about the program. Sometimes a shopper just happens to notice a group of knitters in the classroom, inquires what they are doing, and ends up getting involved.

Here are some totals to explain what this group has accomplished. We estimate they have made about 420 of the 49 square afghans. That's more than 20,000, 7" by 9" sections! In addition, they have donated about 86 adult hats, 150 premie hats, 30 scarves, and some lap robes and baby quilts. There seems to be more interest in matching yarn colors than in keeping counts.



## I am a CIP Graduate... now what?

Once you graduate from Level I of the CIP, you will receive a certificate and a pin that can be proudly displayed during your demos and classes. This is a wonderful way to show your students that you have been certified by the Craft Yarn Council.

While Michaels instructors are ONLY required to complete Level I of either the Knit or Crochet Certification Program, we strongly encourage instructors to also consider completing Level II to enhance their knowledge of these crafts and that of their students. If you are not already enrolled in Level II of the CIP and are interested, please email [Jenny](#) to let her know.



CIP pins graduates receive after completing various levels of the program.

## Label Guide, Care Instructions and Discover Time for Knit PDFs

Created by Sara Black, Discover Knit Instructor

Sara Black, Knit Instructor at Store 8696 in Redwood City, CA, recently made a [Discover instructor forum post](#) to share a few PDFs she created. She would like to pass along these forms to you to use if you would like. They

include a [Label Guide Sheet](#), [Yarn Care Key](#) and a [Discover Time for Knit Binder cover sheet](#) that she has placed in the front of a 3-ring binder that holds the Discover curriculum and swatches for the classes. She also plans on making a Discover Time

**SAMPLE LABEL**

**YARN WEIGHTS**

Label	Super Fine	Fine	Light	Medium	Super	Super Bulky
0	1	2	3	4	5	6
Yarns in Category	Baby, Finest, Super Fine	Baby, Super Fine	DK, LGA, Worsted	Afghan, Aran, Worsted	Chunky, Craft, Rug	Bulky, Heavy
Woolies from LYS	1-2	3-5	6-7	8-11	12 and up	16-17
Average stitches per 4 inches	27-30	23-26	21-24	18-20	12-15	10-11

Summer 2002: Original newspaper photo explaining Warm Up America, showing Barb Kubala, Knit Instructor, and Jean Speicher

These items have gone to several causes but most went to the Indiana County Community Action Program (ICCAP) where they help unwed mothers and burn victims through their local shelter. One time, the knitters went as a group to visit that shelter. Other recipients are the American Red Cross, the Salvation Army, the American Indian Mission in Red River Colorado, and flood victims in Wilkesbarre, PA and South Dakota.

The whole project shows what a little initiative on the part of one woman can do when it is teamed up with a store management that is willing to provide the space, and an unknown number of people who love to knit or crochet as well as get together with friends. Everyone benefits and we hope it will continue for a long time.

**We are delighted that Michaels plans to sponsor these charity programs year round so please continue to work with your Store Manager to promote the program in your store. And be sure to send [Jenny](#) stories and photos of your charity activities.**

## Kudos!

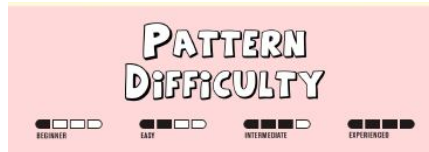
*Michaels management honors associates with the largest number of class registrations every month. Winners receive a **recognition pin and certificate**. Congratulations to the top five stores and their instructors for February!!!*

1) Store 5815 - Savannah, GA  
**Sharon Jacoby** - Knit & Crochet Instructor  
Total Registrations: 30

2) Store 4820 - LI-Roosevelt Field in NY  
**Maureen Pelofsky** - Knit Instructor  
**Laura Shaiman** - Crochet Instructor  
Total Registrations: 29

3) Store 5705 - Arden, NC  
**Rita de Maintenon** - Crochet Instructor  
**Rebecca J. Moore** - Knit Instructor  
Total Registrations: 28

4) Store 3939 - Moncton, NB Canada  
**Melissa Page** - Knit & Crochet Instructor  
Total Registrations: 27



for Crochet cover sheet and will post in this section when it is complete. Thanks Sara for all your hard work

and for sharing with other instructors!



*Michele Kenny, Knit and Crochet Instructor at Store 9545 in Davie, FL, during the Open House Demo on March 3rd.*

5) Store 7765 - Cape Coral, FL

**Mary Iverson** - Knit & Crochet Instructor

Total Registrations: 21

---