

# The Newsletter for Teachers

Craft Yarn Council  
Discover  
Knit & Crochet Classes

Craft Yarn Council  
Discover Instructor  
Newsletter

Volume 3  
Issue 3  
June 8, 2012

## Discover Sponsors

This newsletter is brimming with exciting news: first the June class promotion and second we are delighted to introduce our Discover Sponsors. These are CYC member companies that want to share important free patterns and special offers, along with helpful product news with Discover instructors. [Click on the Sponsor link on the Discover page and explore.](#) Currently...



You will not want to miss the free pattern downloads from [Boye](#). That slipper sock pattern would make a really fun class! Plus, there's news about Tunisian Crochet tools that Michaels will be carrying shortly.

Then there's the amazing [Leisure Arts](#) offer: a free **Knook Kit**. This clever bamboo tool looks like a crochet hook at one end and a needle at the other and you can create projects that look like they are knitted...really. It's ideal for crocheters who have always wanted to learn to knit but could never master the traditional technique. [To request your free Knook, please visit Leisure Arts on](#)



## EXCITING CLASS PROMOTION!!!

All Discover Classes  
**25% Off**  
June 9th to the 23rd

sign up TODAY for a class at Michaels see store associate for details

**BEAT the HEAT**

enjoy **50% off** and **25% off**

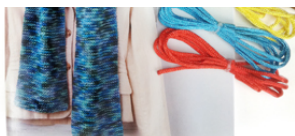
Wilton® 4 week courses only

All other classes including crop, summer camp, all kids' classes\* and Wilton® project classes

summer camp, all kids' classes & parties	cake decorating	crops & paper crafting
jewelry making	art painting	knit & crochet

All Discover Knit and Crochet classes will be 25% off from June 9th to the 23rd in US and Canada stores. This includes the \$5 Yarn Night. **That means the regular \$25 classes will be \$18.75 and the \$5 Yarn Night will be \$3.75.**

[the Discover Sponsors page](#). Leisure Arts will also provide a free Knook pattern for you to offer in your Discover Time classes!



**Stop back soon for more amazing offers from Clover and Annie's (formerly DRG.)**



Donna Beaton's Discover Knit and Crochet demo table at Store 3935, Harvest Hills-Calgary, AB, during the May 19th Open House

## Kudos!

*Prizes were awarded to Discover Knit and Crochet instructors who generated the most registrations during the May 19th Open House. Congrats to the following instructors who each won a prize from one of CYC's member companies:*

- Noel Anderson-Corwin** - Store 1615, Vestal, NY
- Elizabeth Campbell** - Store 3037, Cypress, CA
- Mary Cochrane** - Store 3961, Brampton, ON
- Anita Darras** - Store 9912, Pasadena, TX
- Michele Kenny** - Store 9545, Davie, FL
- Pamela Mallory** - Store 3727, Denton, TX
- Dawn Petty** - Store 2083, Heath, OH

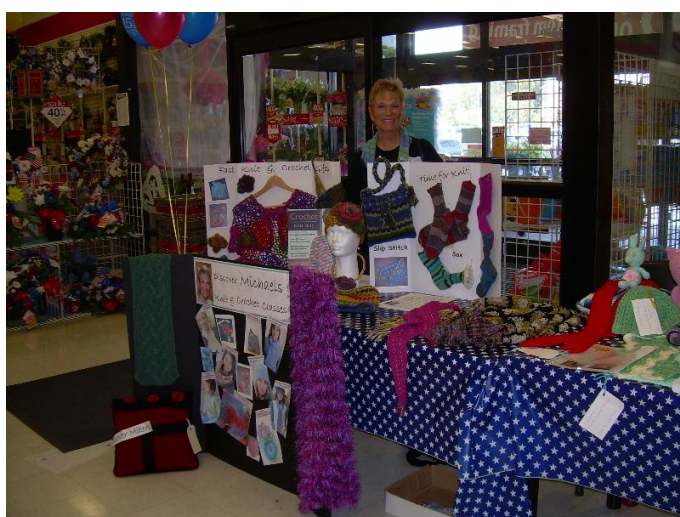


Michaels will advertise this class

promotion on their [website](#) (including their [newly redesigned classes page](#).) [Facebook page](#) and [Twitter](#) account. They will also have digital ads, email blasts and in-store flyers (see above.) You may print out and distribute a black and white version of this flyer at your store and each store will receive 500 color copies of the flyer. The Craft Yarn Council will also promote the the discount on it's website, including [CYC's home page](#) and the [Discover classes page](#).

Note: Instructors will still receive their instructor pay rate based on the regular \$25 price. Also, your students can sign up to take the class during the promotion weeks for the discount, but can take the class anytime (June, July, August) if it's on the class calendar.

***Please work with your Store Manager to be in the store as much as possible during these next two weeks to promote your classes and drive class signups while the promotion is in effect.***





## Crochet CIP Manual

Hopefully all of you received the blast e-mail from the Craft Yarn Council's office alerting you that the revised Crochet CIP Manual is now available at the website. Just in case, [here's the link to the download the manual](#). Remember, you have to be signed in to access this link or the link to the [Knit CIP Manual](#) or [Teacher's Handbook](#).

Periodically, these handbooks will be updated so we encourage you to regularly check back at the site. For instance, we already plan to post a change to the CIP Crochet Manual next week. We will post the date of the latest revision and note the specific page or pages that have been changed or added in the Errata section at the site so that you can keep your manuals current. (For your information, a revision date is always printed in the lower right-hand corner of your manual.)

**Reminder:** Please include your telephone number and e-mail address when you submit your homework assignments to your Master Teacher.



Gloria Jensma, Discover Knit & Crochet Instructor, and her May 19th Open House table at Store 4800 in Ventura, CA

## Kid's Classes at Michaels

Several Discover instructors have posted on the [Discover Facebook page](#) that they are interested in teaching kid's classes or that they are already teaching kid's classes. There is not currently a kid's class in the Discover curriculum, however, you may use the Discover Time sku to teach classes geared toward kids (with your Manager's approval.) A couple of CYC's member companies have some wonderful books that are carried by Michaels that you may use to help design these kid's classes.

**Beverly Cagle**, Discover Knit and Crochet instructor at Store 9925 in McKinney, TX, posted on the instructor [Facebook page](#) that she used **Leisure Arts' *Cool Stuff: Teach Me to Crochet***, to teach a class to three kids, ages 7, 9 and 11. The kids in this class are sisters, so they purchased one book and shared as Beverly taught them beginner crochet techniques.



Michaels also carries **Leisure Arts' *Cool Stuff: Teach Me to Knit***.

In addition, **Annie's**, has two great books carried by Michaels that can be used for kid's classes: ***I Can Knit*** and ***I Can Crochet***. Be sure to check them out at your store.



All of these books are wonderful wearables Gifts for friends Backpack, blanket, bracelets and more!

Also, there is helpful background info at the [Council's website](#) for instructors interested in



Judith Weingarden, Discover Crochet Instructor at Store 2084 in Avon, CT, created this display board that is at the front entrance of the store

starting kid's classes. There are interviews with educators who have taught elementary, junior and high school students in traditional school settings and in after school programs. There are fun project downloads, specifics about how to organize and teach these classes and even Spanish and French translations. And don't miss the video featuring Judith Symonds, a special projects teacher from New Jersey.