

The Newsletter for Craft Yarn Council Discover Teachers Knit & Crochet Classes

Craft Yarn Council
Discover Instructor
Newsletter

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Discover's Newest Team Member: Welcome Jessa Bessonette

Discover Classes Director, Jenny Bessonette, gave birth to a baby girl, Jessa, on July 23rd. Mom and baby are doing beautifully and resting up for a busy fall.



Yarn Notes

1) If you haven't done so already, we urge you to join the [Discover Facebook page](#). The posts are informative with great ideas and lots of photos, plus it's a great way to get immediate feedback.

September 8th Open House All Discover Classes 50% Off

It's official! Start promoting the September 8th Open House. **There is a 50% discount on classes for customers who sign up on that day. The actual Open House will be from 11am to 3pm.** This is a perfect start to the fall yarn-selling season.

Work with your store or customer experience manager to arrange an attractive table display which shows your models and swatches to display during the Open House. And remember your key selling points are your experience as an instructor and your personalized attention in classes. It's also an opportunity to promote \$5 Yarn Nights.



- Knit it
- Crochet it
- Post it
- Tweet it
- Share it
- Give it..

There are more photos than we could ever include in this newsletter, but we wanted to share just a few. For instance, many teachers are having success with \$5 Yarn Nights like **Judy Obee**, who teaches at three Michaels stores in Calgary. One of her recent evenings included two happy young knitters (A).

Wendy Estes, who teaches at two Michaels stores in Las Vegas, had 8 people show up for one Yarn Night-two more showed up after she took this photo (B).



Caption D - Corie Moon

We don't want to make everyone jealous, but check out the classroom that Discover instructor **Fiona Barleggs** gets to use at the new Irving, TX Michaels store (C). It's at the front of the store with a large window so passersby can

see all the fun. Finally, **Corie Moon**, who teaches at several Everett, WA Michaels stores created this cute "creativity" sign and she regularly blogs about her classes to encourage sign ups (D).

2) Bernat Satin, the yarn recommended for Discover Single Crochet Projects (Skinny Scarf and Smart Phone Cover) is no longer carried in Michaels stores. Substitute Patons Classic Wool or Caron Simply Soft.

3) Remember, check out the special offers from Discover sponsors at the Discover site. The sponsors are Craft Yarn Council member companies - Boye, Clover, Leisure Arts and Annie's (formerly DRG, which will be posted soon). They

The idea for I Love Yarn Day started last year with a group of Craft Yarn Council members (yarn enthusiasts of course) who were sitting around a table and mused: "What if all of us, and all of the people we know, agree to post, blog, tweet and show off yarns in some way on the same day? Imagine the impact this demonstration would have, virally and otherwise. They set up a web site and that's when the fun began. The event generated close to 100,000 Google links, more than 80,000 "likes" and 50,000 stories on Facebook.

As a result of that response, the Craft Yarn Council officially declared the second Friday in October: **I Love Yarn Day**, which this year is October 12th.. We'd like you to join the fun this year!

This day is all about spreading that good feeling people have about yarn and yarn-related crafts. Knit it, crochet it, spin it, wear it, post it, tweet it, carry it, share it, give it, or bomb it! It will be the perfect day to plan a meet up at your store or tie-in with the \$5 Yarn Night. Need ideas of what you might do? Visit the I Love Yarn Day web site and Facebook pages and view some of the posts from last year. Work with your store manager to create a fun event.

CYC has I Love Yarn Day postcards available for Discover instructors in packs of 25 each. If you would like to order these cards, please e-mail jennyb@craftyarnCouncil.com and type in ILYD Postcards in the subject line. And check out the [I Love Yarn Day web site](http://IloveyarnDay.org) and all the free patterns from industry designers, plus downloadable artwork.



Caption A - Judy Obee



share important product information and free projects.



We are delighted to announce that Michaels will again kick off a Warm Up America and Blankets for Canada initiative on November 11th. As last year, plans include in-store signage and advertising. More details will follow as we get closer to the launch date.



Caption B - Wendy Estes



Caption C - Fiona Barleggs