

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

Craft Yarn Council  
Discover Instructor  
Newsletter

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## March 9th Open House All Discover Classes 25% Off

There is a 25% discount on classes for customers who sign up on March 9th. **The actual Open House will be from 11am to 3pm so please get with your Store Manager to make sure you are on the schedule to promote your classes.**

**Important note that Michaels corporate asked CYC to share with Discover instructors:** *You may not notify your students or talk about the open house discount until March 2nd. Anyone who shares the information before then with the public is breaking Michaels' company confidentiality rules.*

Also, 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.



# Yarn Notes

1) Have you seen the [Discover classes video](#) on Michaels' website? You will find the [video](#) on the [Classes tab](#) on [www.michaels.com](http://www.michaels.com). Be sure to check it out and use it as a promotional tool when sharing information about your classes!

2) A big thank you to those who have filled out our most recent survey!

If you have not already taken the [Discover Instructor Survey](#), please do so soon. [Click here for the survey](#). Thank you for your time!

### 3) [Instructor Evaluation Form Update](#):

A big thank you to those that faithfully fill out the [instructor evaluation form](#) after their classes. The [evaluation form](#) has been updated and will hopefully be a little easier to fill out after every class. This new form will also allow CYC to see results in a more readable and organized format.

4) FYI...*the class minimum is still set at two students* per Michaels corporate. If you have questions or concerns, please speak with your Store Manager. Your SM can contact your DM to see if you may hold one student classes. CYC continues to work closely with Michaels to do what is best for the store, the instructor and the customer.



Wendy Estes, crochet instructor in Las Vegas, NV, and two volunteers from her Yarn Night group donated 9 blankets and 185 baby hats to the University Medical Center Family Resource

## Have you seen the Discover Sponsors?

Looking at the results of our most recent survey, we learned that many of you had no idea about the [Discover Sponsors](#) and



the offers they have extended to all Discover instructors. **We currently have four sponsors: Annie's, Boye, Clover and Leisure Arts.**

You can find more information about each company and their offers to you on the Discover



instructor website under the [Sponsors tab](#). Annie's is currently offering a discount on their online classes, as well as, their online catalog. Boye and



Clover have some wonderful, free pattern downloads, while Leisure Arts will provide you a free Knook. Be

sure to check out each of their pages today and check back often because **we have more offers in the works!**

## Win an Apple iPad Mini in Leisure Arts' Knook Product Giveaway!

Win a new iPad Mini and a host of other Knook products in the Leisure Arts Giveaway, which **runs until March 22nd.**



There are 8 easy ways to enter:



1. Go to: <http://www.leisurearts.com/knook-giveaway/> and sign up for Leisure Arts Newsletter
2. Like [Leisure Arts Facebook page](#)
3. If you are an existing Facebook

fan, share with a max

of 10 friends and receive an entry for each

4. At Leisure's Facebook page, answer a poll question (Would you like a Deal-of-the-Day on LeisureArts.com?)

Center. The blankets will be used in the Oncology department for the patients that get cold during treatment and the hats will be given to babies in need. In total, Wendy received 403 squares at her store for [Warm Up America](#).

5. On [Pinterest](#), pin an image
6. Follow Leisure Arts on [Pinterest](#)
7. On [Twitter](#): tweet a phrase (I just entered for a chance to win a #FREE #iPad mini and Knook crafting products from @LeisureArtsInc)
8. Follow Leisure Arts on [Twitter](#)