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Michaels' Classes Open House
Warm Up America Demo Event



This edition of **Jenny's Notes** covers the Michaels' Classes Open House and the Warm Up America Demo Event.

These are both **EXCITING** and **NEW** events that are the perfect opportunity for you to show your

Michaels' Classes Open House

September 10th, 1-3pm

You asked for help in promoting classes and Michaels' management heard you! On September 10th, they are staging the first Michaels' Classes Open House.

This event will be heavily promoted in ads and online. **Discover instructors are expected to attend** to demo and promote all of their Discover Knit and Crochet classes.

The incentive for Michaels' customers is they'll receive **50% OFF** the regular \$25.00 class price if they sign up during the Open House. So, every customer who signs up for your classes during the event will **ONLY PAY \$12.50**.

NOTE: *You will be paid your normal instructor pay rate. (90% of \$25.00 for every student will apply, regardless of the discount they are paying.)*

It is crucial that you be at this Open House to promote your classes and drive enrollment, so please get with your Store Manager today about the event!

passion about knit and crochet while promoting your classes and obtaining new students.

Please work closely with your Store Manager to ensure both are successful events.

Look for our next newsletter coming soon which will include information about our **new classes this Fall!**

Thank you all for your time, hard work and continued dedication to the Discover Classes!

*Jenny Bessonette
Director of Discover
Classes*

Quick Links...

[Craft Yarn Council](#)

[Discover Classes](#)

[Warm Up America](#)

[Discover Instructor Forum](#)



Please work with your Store Manager to make sure your class samples, class information and sign up sheets are made available at the event and that you are there during the entire Open House event to talk about your classes and register students.

ALL Discover Knit and Crochet classes must be promoted, however,

please feature the following samples during the event:

- Discover the Knit Stitch
- One other Discover Knit class of choice
- Discover Single Crochet
- One other Discover Crochet class of choice

If you teach at more than one store, please work with the Store Managers at your other stores to make sure there is a knowledgeable Michaels' yarn associate who can promote your classes and register students. Samples and class information will need to be available at all stores.

If there is more than one instructor at your store, work with your Store Manager and get payroll approval for both instructors to attend the Open House.

Mark Your Calendars!!

Warm Up America Demo Event

November 6th, 1 - 3pm

More details are coming to you and your Store Manager, but please mark your calendar for this Mandatory event!

The Warm Up America demo will be promoted in two Michaels' ads before the event, so it is **VERY IMPORTANT** that you make plans to attend.



During this demo, you'll demonstrate the stitches used in the Discover Knit and Crochet classes by making 7" x 9" Warm Up America squares. *You will also be promoting all of your Discover Knit and Crochet classes at this event and signing students up for classes!*

If you are not familiar with this industry charity, please visit www.WarmUpAmerica.org for more details. It's a wonderful program! Thanks to the participation of knitters and crocheters nationwide, more than 250,000 afghans have been donated to people in need.