



September 2013

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MARK YOUR CALENDARS

with these important dates!



This edition of *Jenny's Notes* covers important dates for upcoming events including the September Open House, Lion Brand's Birthday Party, WUA/WUC and I Love Yarn Day.

I hope your classes have been going well! Please feel free to contact me anytime

1) September Classes

Open House - September 21st from 11am - 3pm. Please work with your Store Manager on details of the Open House event.

The stores will receive handouts to promote the event which they will pass out to customers beginning the week before the Open House.



2) Lion Brand's Birthday Party - September 22nd from 2pm - 4pm.



Please meet with your Customer Experience Manager (CEM) to go over all details of the event in the September Playbook. This is the perfect time to promote and sell your classes. You will also want to promote and sell Lion Brand's Bon Bon yarn during the event.

3) Warm Up America/Warm Up Canada

Warm Up America and Warm Up Canada will be coming to Michaels' stores in **November**. More details to follow.

Contact me anytime with questions or concerns.

Thank you!

Jenny Bessonette
Director of Discover
Classes

Quick Links...

[Craft Yarn Council](#)

[I Love Yarn Day](#)

[Discover Classes](#)

[Warm Up America](#)

[Discover Instructor Forum](#)

[Discover Classes in French](#)



The Discover Kid's Crochet classes are off to a fantastic start! Crochet Instructor, Stefanie Stark from Wichita, KS, instructed two students in this Fun Necklace and Bracelet class.



The second Friday of October is officially I Love Yarn Day (ILYD), which this year falls on October 11th. It's a day that is all about spreading the good feeling people have about yarn and yarn-related crafts.

For Discover instructors, ILYD is the perfect event to build camaraderie with current students, as well as, raise awareness for their classes. **Consider scheduling a Yarn Night on October 11th with your Store Manager.** (Check out www.ILoveYarnDay.org for great ideas and promotional artwork.) Michaels will be sending a blast e-mail to



its customers promoting ILYD and highlighting patterns and yarns as well.

To assist Discover instructors, Craft Yarn Council has again printed 4" by 6" postcards and will ship packs of 50 postcards to Discover instructors while supplies last. **To order, e-mail Karen Smith at Karens@craftyarncouncil.com and write: ILYD Postcards in the subject line. Be sure to include a street address for shipping.** Most importantly, post your plans on the [I Love Yarn Day Facebook page](#) to help spread the word.