

Greetings Memory Celebrators,

Happy February, 2009! I've got so much to tell you about! I have just returned from the Creative Memories Regional Convention in Portland, where I reconnected with friends and learned a lot. Creative Memories' founder, Rhonda Anderson, made a surprise appearance at the convention, and I actually rode down in the elevator with her on Saturday morning!

Here's what you'll find in this newsletter: Dates to Remember, 30 Pages in 30 Days, Kid's Crops, Make A Wish, Extreme Makeover: Home Edition, StoryBook Creator Plus Voted #1!, What's New, New Catalogs, Limited Edition Featured Projects, Original 12x12 Transition to True 12x12 Update, What's WSL, Clearance Items.

Dates to Remember

- Until February 28 : **“Calendar or Digital” Host Incentive.** Host a \$400 Get Together and choose from two product packages (each worth nearly \$100) for just \$29.95. That's in addition to your Host Rewards credit!
- Until April 30 : Use your Host Rewards earned at a qualifying Get Together to purchase the **\$70 CM Business Starter Kit.** Have you thought about becoming a CM Consultant? Contact me for more details!
- February 28 : Last day to order **Page Frames.** They are being discontinued.
- March 1-April 30 : **Page Prints** will be discounted 20% at the CM Photo Center!
- March 1-August 31 : **“Take Your Pick” Host Incentive.** Host a \$400 Get Together, and choose one of twelve product packs worth about \$100 for just \$29.95. Host a \$600 GT, choose two product packs! Host a \$800 GT, choose three product packs!
- March 14 : **March Madness Super Crop**, 9am-9pm, Monroe Best Western Sky Valley Inn. Twelve hours to work on your projects! Lunch, gifts, drawings, and more; \$65.
- March 28 : **No Frills Crop**, my home, 6pm-midnight. This crop is for those who just want to “get it done!” No gifts, no food, just space and time to work on your projects. I charge \$1.50 per hour, so you can come for the whole time or just for part. Bring your own snacks and drinks. Please register by March 26.
- April ? : **Accordion Memory Book Workshop** - You'll learn how to make a beautiful, durable folding photo book that ties with a bow using the CM Power Palette of your choice. With Instructor Caryn Scheffer; cost TBD.
- April 1-30 : **Design It! Competition.** CM customers will have the chance to help decide upon our next decorative kit by voting for one of eight designs once every day in April! I'll be e-mailing more details when they become available.
- April 1-30 : My third annual **Page Completion Challenge!** See below for details.
- April 11 : **No Frills Crop**, my home, 1-8pm, \$1.50 per hours, please register by April 9.
- April 18 : **30 Pages Crop**, my home, 1-5pm. This special crop is free for those participating in my Page Completion Challenge!
- May ? : **National Scrapbook Day Crop.** Stay tuned, details to be determined!
- May 5 : **Kid's Crop**, 2-4:30pm, my home, \$15. I've been working with kids to create pages for their very own Family Album, and they love it! See below for more details.

30 Pages in 30 Days

My third annual **Page Completion Challenge** will take place in April this year. It's called "30 Pages in 30 Days" and with it I challenge you to complete 30 scrapbook or StoryBook pages in the 30 days of April using Creative Memories supplies! I'll reward you with free gifts and double Memory Keepers Club points. Please view the complete Details on my website under the "My Files" tab. Sign up by March 25th and receive a special gift just for letting me know of your intent to participate. All those who reach the goal of 30 pages will be entered into a drawing for an 8x8 Max Kit!

And just for the challenge participants, I'll host an exclusive, free **30 Pages Crop** on Saturday, April 18th, from 1-4pm at my house. Only my customers and friends signed up for my Page Completion Challenge will be attending. I'll be handing out the rewards earned up to that point to all who can make it!

Kid's Crops

Since last summer, I've hosted a series of **Kid's Crops** designed to help kids create their very own Family Album. I've helped them design and journal pages dedicated to themselves, their parents, their siblings, their extended family, their pets, their home, their hometown, and anything else that's special about their family. Each crop runs for two and a half hours. We concentrate on one double-page spread per crop, and then the kids have time to work on their own in other albums that they have started. Cost per child per crop is \$15 (family rate available) and includes my instruction time and personal attention, tools beyond the basics that every cropper should already have, two sheets of card stock, one 8.4x11 page, miscellaneous materials, access to my scraps box, and a healthy snack. Kids can attend any or all classes, and can continue working on their albums at home if they want. Parents will need to purchase a Creative Memories 8.5x11 Album and Page Protectors at some point, but they're not necessary for the first few classes.

The next **Kid's Crop** is Friday May 1st from 2-4:30pm in my home. The theme will be "My Family Tree." Kids need to bring their scrapbook materials kit (scrapbook-quality scissors, photo-safe journaling pen, their adhesive of choice), small photos of the members of their immediate family, and another scrapbook project to work on at the end of class. You can find more details on my website under the "My Files" tab.

Make-A-Wish



Sometimes making every moment count means storing up the good times to get you through the bad. And no one is better at creating life-changing moments and incredible memories for seriously ill children and their families than the Make-A-Wish Foundation. That's why Creative Memories has partnered with them to raise both money and awareness for this priceless work.

CM has introduced Wishes & Dreams products to help raise funds for Make-A-Wish. Each product purchased includes a donation to the foundation. Current Wishes & Dreams products

include a 12x12 coverset, paper album kit, wall print template, 12x12 album kit, paper pack, and digital kit.

Even more Wishes & Dreams products will be released this fall, and CM Croptoberfest events will include Cropathons to allow customers to donate directly to Make-A-Wish. I'll forward all the details when I know them!

Extreme Makeover: Home Edition

On Sunday, February 8, ABC's Emmy-award-winning show *Extreme Makeover: Home Edition* featured a family of five from Connecticut that had lost its home to a devastating fire. The new home, created by host Ty Pennington and his design team, was literally a dream come true for this family. Creative Memories was thrilled and proud to help design a scrapbooking-themed bedroom for one of the daughters. CM also donated albums for the family members and Everyday Displays for the home. This is the second time that Creative Memories has helped out the Extreme Makeover team. Keep watching to see if, when, and how we're able to help out again!

StoryBook Creator Plus Voted #1!

The February 2009 edition of *Creating Keepsakes* magazine featured the annual Reader's Choice Awards, and Creative Memories got top marks! StoryBook Creator Plus won the first place spot in the Digital Scrapbooking Software category. Additionally, CM products placed as finalists in the following categories: Adhesives, Assorted Style Albums, Mini Albums, Best New Product of 2008, Cutting Tools, Digital Scrapbooking Elements, Internet Sites, Organizational Tools, Themed Paper, Photo Processing Services, Punches, Scissors, and Software!

What's New

Wow! We've got some really neat new products! Some of these are already here, and some won't be available until the first of March.

- Cozy Winter Digital Kit - This kit is only available in digital format, just for StoryBook and pageprint fans. Look at the rich colors that are just perfect for highlighting cold winter days! Includes 16 papers, 25 stickers, and 25 titles; \$7.95.
- Display Accents - These kits let you decorate your Everyday Display quickly and effortlessly. Currently available in "With Love," "Baby Boy," and "Baby Girl" themes, we'll be looking for more themes soon! Includes diecuts, magnetic pockets, magnets, cards and envelopes, journaling boxes, photo mats, 12x12 double-sided papers, and/or title stickers; \$17.95.
- Discover and Delight Power Palettes - Two new Power Palettes! "Discover" is boyish, while "Delight" is girlish. Includes Designer Prints paper pack, Tone-on-Tone paper pack, Storybox mats and journaling boxes, title stickers, design stickers, idea book; components also available separately; \$41.50.
- Discover Baby Boy and Delight Baby Girl Album Kits - Enough materials for at least



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sixteen pages. The 12x12 kit features eight Designer Prints papers, eight Tone-on-Tone papers, and a bonus growth chart, while the 8x8 kit features sixteen Designer Prints papers and eight Tone-on-Tone papers. Both kits include photo mats, design stickers, and title stickers. \$17.50 and \$21. Digital kits are \$7.95!

- Inspire Me, Idea Book Vol. 1 - We don't have many details yet, but it will be 120 pages of pure layout inspiration! \$15.95.
- My Memory Archive CD - Are your digital images at risk of being lost forever? Computer internal and external hard drives are vulnerable to crashes and viruses that can easily destroy your images. On-line storage services are also face these threats. Instead of leaving your images to the fates, why not receive high-resolution copies of your images from our Photo Center on CD to archive or use for projects? Order a CD with your photo order or as a stand-alone order. \$9.99-\$45.99, dependent upon number of images.
- A brand new shape maker - But I won't tell you what it is! You'll have to look in the new catalog to figure this "puzzle" out!



New Catalogs

New Spring/Summer catalogs will be available from me on March 1! The new catalog is 100 pages long, and is chock full of interesting ideas and quality products. I'll deliver or mail a copy to you free of charge if you'll let me know you want one!

Limited Edition Featured Projects

The "Made with Love," "Message Center," and "Our Heritage" limited edition featured project bundles will be available until February 28. Beginning March 1, we'll offer three new featured project bundles at significant savings:

- "Make It for Mom" - Tell Mom you love her in a way she'll never forget by creating a gift from the family in an hour or less! Also makes a great gift for a sister or best friend. Purchase the new So Chic Paper Album Kit and a tape runner, get the Meadow Micro Maker for free! Retail value \$36, bundle price \$23.50.
- "Baby Boy's First Year" and "Baby Girl's First Year" - Create a beautiful album and a keepsake capturing the photos, milestones, and stories of your baby's first year. Purchase the new Baby Girl or Baby Boy PicFolio Quick Kit and a package of Memorabilia Pockets, get new Lullaby Paper Album Kit for free! Retail value \$100, bundle price \$84.



Original 12x12 Transition to True 12x12 Update

In 2007, Creative Memories announced that it would transition its original 12x12 pages and page protectors to the True 12x12 size. The transition period is nearing its end - most original 12x12 products have been discontinued at this point, and original 12x12 pages and protectors will be discontinued in September 2009.

Bottom line, here's what this means to you: if you've got unused original 12x12 albums in your possession, you need to make sure you have a sufficient supply of original 12x12 pages and protectors to fill them. The new True 12x12 pages will not fit safely nor aesthetically in original albums. Need help determining what you've got and what you need? Call me! Soon! I can help!

If you have unused original 12x12 pages in your possession, rest assured that they will fit in the new True 12x12 albums, although they won't extend to the edges of the albums. That's good news, because as of February 1, CM's supply of original 12x12 albums has been depleted, and CM won't be replenishing them. There are still several paper packs and album kits designed for the original 12x12 size available to order while supplies last.

Notes on other sizes:

- 7x7 albums are transitioning to the photo-friendlier 8x8 size. 7x7 albums are no longer available to order, and the pages and protectors will be discontinued in September 2009. A few 7x7 album kits are still available to order while supplies last.
- 12x10 landscape albums are being discontinued. Albums, pages, and page protectors are still available to order while supplies last.
- 12x15 "Big Book" albums will be continued.
- 8.5x11 "Tribute" albums will be continued.

What's WSL

Beginning March 1, the following products, among others, will be available only while supplies last. Get them now if you want them!

- File Mate and File Mate Folders
- Bubble and Paisley Makers
- Treasures Journal Jar
- Round Tip Pens
- Daily and Christian Inspiration products
- Celebration, Pink & Blue, and Playful Milestones Album Kits
- Red, Aqua, Navy, and Playful Milestones Albums

Clearance Items

Creative Memories is now offering a Clearance Section on our personal websites. Items that have been retired from our product lineup for at least a year are offered at 50% off their original prices on our websites only. Consultants don't have access to them from our corporate ordering system, so please visit my website to order these fine products:

- Formal Affair or Travel DoneWithOne, \$1.75 each
- Holiday Glimmer Vellum or Wedding Glimpses DoneWithOne, \$3.00 each
- StickWithOne Contempo, \$2.75
- Baby Bundle, \$7.50
- Neutral Snap Pack, \$5.00
- Golf Stickers, \$4.20
- Garden Gate Laser Stickers, \$2.75
- Jumbo Great Lengths Reds, Greens, Yellows, and Neutrals, \$2.25 each
- Photo Sharing Card Black or Spargo, \$3.75 each
- Precious Element Vellum paper pack, \$3.00
- Colonial or Vintage paper pack, \$3.00 each
- 4x6 Self-Adhering Photo Mounting Sleeves, \$3.50
- Clarifeye Red Eye Reduction Pen, \$2.25

And here's this month's opportunity to earn 10 extra Memory Keepers Club points: just respond to this e-mail with a comment, question, concern, or compliment!



Scrappily Yours,
Kim

p.s. Please let me know if your e-mail address changes, or if you no longer wish to receive my Creative Memories newsletters.