

Hello and Happy Valentine's Day Everyone!

Yes....it's almost Valentine's Day already....how did that happen??!?!? What a great start to the 2019 it is. Sale-A-Bration is in full swing and we were back to what feels like warmth after that cold spell. But now it's snowing again....yuck! Thank you to all of you who have been stamping with me and supporting my business. I had 111 class attendees in January...that may be a record. Thank you to all of you for your support. Because of your support it allows me to share this wonderful pastime and passion with you and others. 😊

There's always good things in the works and events coming up!

WINNERS ANNOUNCED!!!!

Yowsers....there were a lot of winners in January! Here we go.....Congrats to Lorri P, Barb C, and Nancy B who all won prizes from the Catalog Launch Party. Congrats to Mary C for taking home the grand prize for Winter BINGO! which was a \$25 gift certificate. Lori R and Lorri P both won half price items for the Facebook drawing I did. Becky H won some Butterfly Elements for another Facebook drawing. A great big CONGRATULATIONS to both Mary C and Rhonda E for being the first and second winners of the SAB Shopping Spree Board. Both ladies chose half off items instead of the \$25 gift certificate. Fabulous work ladies!!!

SCAVENGER HUNT WINNER TBD

Please continue to be patient with me while I grade your homework assignments. I had a life outside of stamping this past weekend and plan to grade them by the weekend. I'll send a separate email announcing the winner. 😊

BIRTHDAY CARD CLUB

I think I have majority of my current customers on my birthday card list. For those customers that are new to me and would like to receive a birthday card and 20% off coupon from me in 2019, please do send me your birth month and day with your current address so I can send you happy mail for your birthday.

SWAP GROUP STARTED

The swap group completed their first month of swapping and the cards turned out great....nice work ladies!! There were 7 who swapped in January and each month they can decide if they want to swap or not. You can join it at any time. The communication for this group is separate from my other communication so if you would like to be included in the correspondence going forward contact me and I'll send you the details for you to peruse.

BOW MAKERS ARE IN

Did you tell me you wanted a bow maker recently in class??? Let me know if you did and didn't get one already. They are only \$5. I have some left and can always get more. Contact me asap if you want one.

REFERRAL CONTEST

I'm always looking for ways to grow my business and what better way than with your help. I have free class passes that I have been handing out to customers since sometime in January. You need to write your name on the passes and then hand them out to friends and family who haven't stamped with me prior. Whichever customer has the most turned in by March 31st will win a \$25 gift certificate or half off item with me. Plus, you're giving a great gift to someone who might enjoy a new hobby with you and they get to try it for FREE. You can't beat that! Let me know if and when you need more passes to hand out. So far Sandy G is in the lead. 😊

SMALL BUSINESS SHOWCASE AND USED STAMP SALE

This event is on the books now for March 23rd from 8 to 2 pm at the Butcher's Block in N Fond du Lac. Come shop the Used Stamp Sale along with all the other the other products that vendors will have set up. Would you like to make some of your neglected stamp/scraping items someone else's treasures? Check out the attached flyer for what you need to do to sell your things in the sale.

UPCOMING CLASS SCHEDULE

Join me for some stamping fun! Email chr Kimbertram@msn.com or call / text 920-960-4390 to RSVP. Always bring your scissors and different types of adhesives.

FEBRUARY

2/16 (SA) – **MONTHLY CARD MAKING CLASS** 3 CARDS – CARD BY CHRISTINE STUDIO – 11 AM-1:30 PM – COST: \$12 / \$20 MIN ORDER

2/18 (M) – **MONTHLY CARD MAKING CLASS** 3 CARDS – CARD BY CHRISTINE STUDIO – 5:45/6-8:30 PM – COST: \$12 / \$20 MIN ORDER

2/21 (TH) – **MONTHLY CARD MAKING CLASS** 3 CARDS – ANNIE'S – 5:45/6 PM-8 PM – COST: \$12 OR \$20 MIN ORDER

2/27 (W) – **HUMMING ALONG PRODUCT CLASS** (OC pg. 36) 3 CARDS – CBCS –5:45/6-8:30 PM–COST: \$12 OR \$20 MIN ORDER

MARCH

3/2 (SA) – **HUMMING ALONG PRODUCT CLASS** (OC pg. 36) 3 CARDS – CBCS –11 AM-1:30 PM–COST: \$12 OR \$20 MIN ORDER

3/4 (M) – **PAPER PUMPKIN PARTY** 2 CARDS – CARDS BY CHRISTINE STUDIO – 5:45/6-8:30 PM– COST: \$5 & BRING PUMPKINS T

OCCASIONS AND SALE-A-BRATION CATLOGS LAUNCHED

The 2019 Occasions catalog went January 3rd and goes through May 31st while Sale-A-Bratation goes until March 31st. To find electronic copies of the catalogs on January 3rd go to: <http://www.stampinup.net/esuite/home/christinebertram> and click on the Catalogs link. Most of my customers have their catalogs by now, but if you don't, I have plenty of copies of the catalogs and we'll coordinate to get your own copy.

SHOP

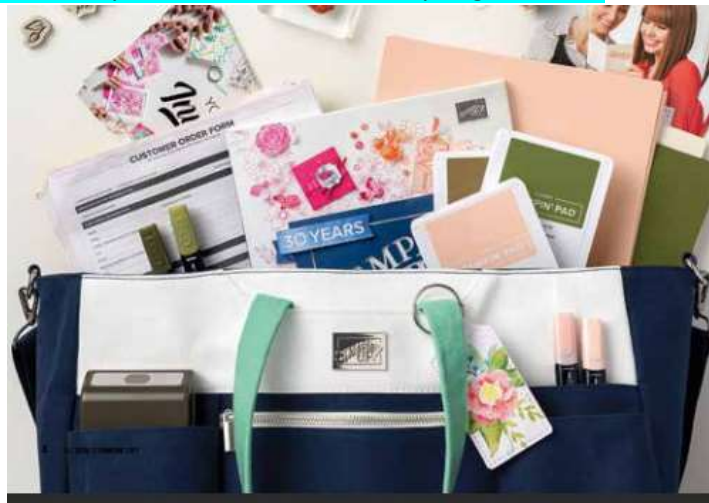
Here's the deal: for every \$50 you spend (before tax and shipping), you get a FREE Sale-A-Bratation product. That means it's the perfect time to purchase those products you've had your eye on while earning more products for free.

HOST

Need another excuse to get together with friends? Just host a qualifying party with at least \$250 in sales during Sale-A-Bratation and you'll earn \$25 more in Stampin' Rewards! You can even apply your Stampin' Rewards toward a Starter Kit and become a demonstrator yourself! My calendar fills up fast so please contact me soon to pencil in a date if you would like to host a party of your own....heck, you can even have it in my studio so you don't have to clean your house. **Thanks to Crystal and Brenda for hosting an awesome party at my studio last week!!**

JOIN

It's the best time of year to join Stampin' Up! During Sale-A-Bratation, you can become a demonstrator for just \$99 and you will get to choose \$175 of product for your Starter Kit—anything! Plus, the kit ships for free and it comes with a sample Paper Pumpkin! To sweeten the deal, for just \$129 you will get an awesome tote along with all the goodies in your starter kit bundle. Who's going to be my first recruit in January? **It was Bonnie...yay!! Congratulations to my newest team members....Bonnie L, Barb C, Mary C, Dawn O and Dawn F...you gals rock!!!**



SALE-A-BRATION \$25 GIFT CERTIFICATES / HALF OFF ITEMS

Throughout Sale-A-Bration I will be doing drawings for \$25 gift certificates or a HALF OFF item from me. You will get your name on the board and entered in a drawing each time you earn a free SAB item (2 times if you pick the \$100 value SAB item) How cool is that? Not only do you earn free items from SU, but lucky winners will get small shopping sprees with me! Last year 5 people won \$25 gift certificates with me between January and March. Don't worry if you forget to write you name on the slip...I'll follow up with you to get your name added or pick a number for you. Congrats to Barb C and Lorri P again!!

SALE-A-BRATION SECOND RELEASE

The Sale-A-Bration party just got bigger with the second release. That means more FREE products for you to earn! You can start earning these new items on February 15th.



https://www.youtube.com/watch?time_continue=6&v=Ni2meQ70AnA

SALE-A-BRATION COORDINATION

The party just heated up. These new products that coordinate with select Sale-A-Bration items will be available to purchase starting March 1...yay!!!! The sale goes through March 31.





ITEM NAME	ITEM NUMBER	PRICE	DEMONSTRATOR LIMIT
More than Words Photopolymer Stamp Set	150069	\$17.00 (USD) \$22.00 (CAD)	1
Au-Delà Des Mots Photopolymer Stamp Set	150276	\$17.00 (USD) \$22.00 (CAD)	1
Lily Framelits Dies	150071	\$27.00 (USD) \$37.00 (CAD)	1
Call Me Cupcake Thinlits Dies	150072	\$27.00 (USD) \$37.00 (CAD)	1
Hop Around Framelits Dies	150073	\$27.00 (USD) \$37.00 (CAD)	1
Four Seasons Framelits Dies	150074	\$28.00 (USD) \$38.00 (CAD)	1
Story Label Punch	150076	\$18.00 (USD) \$24.00 (CAD)	1



SALE-A-BRATION AND PAPER PUMPKIN



Sale-A-Bration is the perfect time purchase a Pumpkin prepaid subscription. Why? Sale-A-Bration is the only time during the year when you can offer free Stampin' Up! products to you. And everyone can benefit! New, existing, loyal, and even canceled subscribers can all earn rewards.

Here's what you can earn when you buy a prepaid subscription.

3-month prepaid subscription	1 FREE Level 1 Sale-A-Bration item	N/A	N/A
6-month prepaid subscription	2 FREE Level 1 Sale-A-Bration items	or	1 FREE Level 2 Sale-A-Bration item
12-month prepaid subscription	4 FREE Level 1 Sale-A-Bration items	or	2 FREE Level 2 Sale-A-Bration items (Plus host benefits!)

It appeals to all subscribers!

New subscribers

- Now is the best time to try Paper Pumpkin. Sign up, grab FREE Sale-A-Bration items, and get months of papercrafting bliss!
- Excited to earn Sale-A-Bration rewards but overwhelmed by all of the choices in the catalog? The easiest way to earn Sale-A-Bration rewards is by purchasing a prepaid Paper Pumpkin subscription.

Existing subscribers

- Get even more from your Paper Pumpkin subscription. Sale-A-Bration is the only time you can purchase a Paper Pumpkin prepaid subscription and earn FREE Stampin' Up! products.
- Want to earn more than one Sale-A-Bration item? Sign up for a 6- or 12-month subscription. With a 12-month subscription, you can earn up to four Sale-A-Bration items (plus host benefits)!
- Already subscribed? Buy a prepaid subscription as a gift to earn FREE Sale-A-Bration product(s).

Canceled subscribers

- Are you a former Paper Pumpkin customer? Now's the perfect time to sign up again! And you'll get FREE Sale-A-Bration items when you come back using a prepaid subscription.
- Get Sale-A-Bration goodies the easy way! Paper Pumpkin is better than ever, and buying a prepaid subscription will help you earn Sale-A-Bration rewards. Ask me for details!

GET AN INSIDE LOOK AT FEBRUARY'S PAPER PUMKIN



Do you need a simple solution for fitting creativity into your busy life? Paper Pumpkin is here to help! SU designed their awesome subscription service to put you on a fast track to creativity with their easy-to-make kits.

Paper Pumpkin is always looking for fun, new ways to get subscribers excited about the latest kit. SU does this with special offers, kits that coordinate with Stampin' Up! products, unique boxes, gifts, etc.

This month we're doing something a little different—with an exclusive “behind-the-scenes” video!

To be entered into the drawing for a chance at a \$10 gift certificate let me know how many cards you made since the beginning of the new year. ;-)



https://www.youtube.com/watch?time_continue=10&v=lpPa5ze3Drk

About the Video

Every Paper Pumpkin kit is specially designed at Stampin' Up! by their own designers and concept artists. These talented individuals develop original patterns, artwork, designs, photography, and more to create kits that you love.

This video gives you an inside look at this creative process through the eyes of the designer and concept artist themselves; plus, it gives you a taste of the themes, colors, and elements you can expect to see when kits arrive in February. (After all, everyone loves a good Paper Pumpkin sneak peek!)

SU presented this video in a fun and original way—with a “magic unboxing” format—to keep you engaged and intrigued.

More about the February Kit – If you watched the video, you know what's to come in February. (If you haven't seen it yet, please take a couple of minutes to check it out now!) The following details will give you just a little bit more to help you get excited for the February kit. It is . . .

- An all-card kit

- Makes 9 full-sized cards in 3 unique designs (3 of each design)

Subscribers must have an active subscription by February 10, 2019 to receive the February kit.

Supplies are limited, so don't wait. In the event of supplies running out, they will end the subscription period early and stop taking new subscribers for February. If this happens, I will post an update on my FB page and send an email.

SHARING IDEAS ON PINTEREST

The 2019 occasions catalog and Sale-A-Bration brochure sales period is in full swing! To help keep the momentum going and create excitement around the new products, SU wanted to share some project ideas that you will love.

During the product spotlight presentations at November OnStage 2018, demonstrators showed off some samples created specifically with beginner stampers in mind. SU rounded up some of those samples and created a [Pinterest board](#) for the 2019 Occasions Catalog and posted the product spotlight samples for first-time stampers there as well. This will help you get inspired and can introduce new stampers to the joy of papercrafting with Stampin' Up!

COUNTERFEIT STAMPIN' UP! PRODUCTS

As some of you may be aware, an e-commerce site called AliExpress has been selling counterfeit Stampin' Up! products on their website. SU wants to say thank you to those who have reached out to them about this issue and give a brief overview of the situation—and what they're doing to resolve this ongoing problem.

The compliance team in Demonstrator Support searches for counterfeit products on AliExpress and other similar sites (e.g., Ebay, Amazon, Etsy, etc.) on a daily basis. They are also researching counterfeit products reported by demonstrators to each of our Demonstrator Support offices.

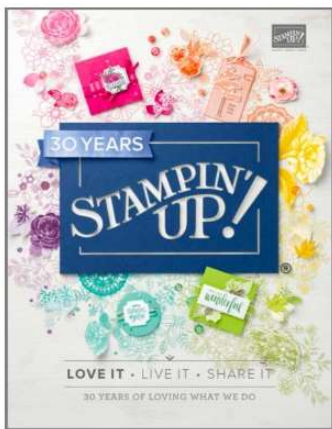
Taking action against counterfeit Stampin' Up! products is complicated and time-consuming. One of the biggest problems they face in addressing this issue is that once a counterfeit item has been removed, a listing for that same counterfeit item often appears with another store—or the same seller using a different name.

One positive aspect of this complicated process is that once they've gone through the reporting procedure with these sites for a product, the process for removing additional listings for that product is faster. They continue to learn from this challenge and explore the options for addressing these problems.

Please know that counterfeit Stampin' Up! products are low-quality and not up to SU standards. Unfortunately, copyright infringement is rampant overseas, and the most effective way to stop it is for customers to stop purchasing these second-rate, counterfeit products.

NEED A CATALOG?

If you don't have the current Annual catalog or want the new 2019 Occasions catalog or Sale-A-Bration catalog - pop me an email! I'd be happy to mail you one if you're long distance or you can pick one up if you're local! chrismbetram@msn.com. You can click [HERE](#) for the online versions of the Annual and Holiday Catalogs. The other two catalogs can be seen online on January 3rd.



NEED TO PLACE AT ONLINE ORDER?

Online orders are so greatly appreciate....please remember to use Host Code before submitting your order. You'll always find this code on the right side column of my blog. Here is the February code - just copy and paste when placing your online orders: **YHP6EDNA.**

Where do you put that code? Once you have created an online account or signed into your account you will add your products to your shopping bag. You'll then see a box on the bottom left side of your screen (see photo below). I like to copy/paste the code - you'll find it at the bottom of every blog post I share too. Either way (copy/paste or typed) it will work.

A screenshot of the Stampin' Up! online store's checkout process. It shows a green header with the text "HOST CODE". Below the header, there is a question: "Do you have a host code? Enter it here and click Apply: (?)". There is an empty text input field and a grey button labeled "APPLY".

FACEBOOK NOTIFICATIONS

Do me a favor....if you want to make sure you're seeing my Facebook posts on Cards by Christine, make sure you check your settings to ensure you see all my posts versus just the highlights. There is also a setting that you can set to "See First" and then they would appear first in your news feed as you open it (if you want to).

INTRODUCTION OF CLING MOUNT STAMPS



At the OnStage events in November 2018, Stampin' Up!'s cofounder Shelli Gardner introduced and demonstrated the new red rubber stamping solution: cling stamps. Watch this video and read on for more

information! Click here to see Shelli's announcement:

<https://www.youtube.com/watch?v=WOHG3Vmxo4s&feature=youtu.be>

Cling stamps were first introduced in Japan beginning with their 2018-2019 annual catalog. The new stamp line has been a smashing success. SU is excited to offer cling stamps in all other markets beginning with the 2019 occasions catalog and Sale-A-Bration brochure.

- Beginning with the 2019 Occasions catalog and Sale-A-Bration brochure, all new stamp sets will be available either in cling (for red rubber stamps) or photopolymer.
- Stamps in the 2018-2019 annual catalog will continue to be available in clear-mount, wood-mount, or photopolymer.
- Red rubber stamp sets (clear-mount or wood-mount) in the annual catalog that will be carrying over will transition to cling with the 2019-2020 annual catalog.
- In 2019-2020 annual catalog, clear-mount and wood-mount stamps* will no longer be available. The only exception is background stamps in North America only, which will still be available in wood-mount.
- *Wood-mount stamp set sales have been steadily declining for several years. Stampin' Up! research and sales teams took this and several other factors into consideration before discontinuing wood-mount stamps. They are confident the transition to cling stamps will be beneficial in many ways for demonstrators, customers, and the company.

Labeling cling stamps is a slightly different process than you may be used to. It is important to follow the steps below to assemble cling stamps. Each cling stamp case will also include labeling instructions.

Note: Once you place the label on the stamp, it is adhered permanently. Attempting to remove or adjust the label will damage the stamp's foam.

- Remove the paper backing from the label.
- Remove your selected stamp from the rubber sheet and remove the paper backing from the stamp.
- Line up the foam side of the stamp with the image label, then press it evenly to adhere it to the label. Make sure it is correctly positioned before you adhere it to the stamp.
- Remove the stamp and its newly-affixed image label from the label sheet.
- Place the stamp on an acrylic block to begin stamping.

Best Practices

- To remove the stamp from the block, grasp securely near the image label and remove slowly. (Cling stamps stick so well that if they are not carefully removed from the block, the foam can tear.) To clean the labels, simply rinse under running water. Avoid alcohol-based cleaners.

Watch this video for more tips and check out the flyers I attached in the email.

<https://my.stampinup.com/portal/happening-now/current-promotions/cling-stamps>

PAPER PUMPKIN DIMENSIONALS

(THIS IS STRAIGHT FROM THE HORSES MOUTH...DISREGARD IF YOU DON'T GET PAPER PUMPKIN).

We'd like to take this opportunity to address recent concerns regarding the dimensionals in Paper Pumpkin kits. In addition, we'd like provide helpful information demonstrators can use to address the needs of their customers. This update will cover the following points:

1. Were January dimensionals defective?
2. What is Stampin' Up! doing to address the issue?
3. Are Paper Pumpkin dimensionals different from Stampin' Dimensionals?
4. What should we expect going forward?
5. To be entered into the drawing let me know that you read the newsletter and tell me what your favorite Stampin' Up! color is ;-)

1. Were January Paper Pumpkin dimensionals defective?

Shortly after subscribers received their January kits, we began to receive feedback regarding faulty dimensional adhesive in some of the kits. Specifically, the adhesive layer was not adhering to the foam center. Stampin' Up!'s quality team immediately began an investigation to determine the cause and extent of the defect. After a thorough analysis of our inventory and an evaluation of the replacement requests received by our Demonstrator Support team, we discovered that only a portion of January kits had defective dimensionals. However, the defect was random and a single kit may contain both good and defective adhesives, thus making it difficult to identify the affected kits.

2. What has Stampin' Up! been doing to address the issue?

Stampin' Up! has an established process for addressing defective parts. At the core of this process, our quality team identifies the root cause of any defect and works with partners and suppliers to ensure that corrective actions are taken. Stampin' Up! relies on proven analytical methods to assess the extent of any defect. In the event that a defect is found to be pervasive, Stampin' Up! will proactively correct/replace the affected product(s). Where a defect is not pervasive and requires corrective action on less than 3% of sold products, Stampin' Up! will work with customers on a case-by-case basis to provide replacement parts. January's defective dimensionals were not pervasive; therefore, we have been working with customers individually to address the problem.

3. Are Paper Pumpkin dimensionals different from Stampin' Dimensionals?

Stampin' Dimensionals and Paper Pumpkin dimensionals come from different suppliers but our standard for quality and adhesive performance is the same. The difference in quality experienced in January is not due to a lower quality standard for Paper Pumpkin.

4. What should demonstrators/customers expect going forward?

After the defective adhesive was identified, the Stampin' Up! quality team has been thoroughly checking the kits being developed as well as kits that are already in the supply chain. February kits have been evaluated and some incidences of defective dimensionals were detected; however, the rate of incidence is rare.

As always, we strongly encourage demonstrators to be in touch with their customers and quickly address any concerns that may arise. Anyone (demonstrator or customer) who is less than satisfied with their kit should contact our Demonstrator Support agents at 1-800-STAMP UP or ds@staminup.com.

If the Stampin' Up! quality team identifies a kit with a pervasive defect with the dimensional adhesive—either in development or in the supply chain—Stampin' Up! will add dimensional adhesives to the kit as replacement parts for those that are defective. If this occurs, we will notify demonstrators so they can be aware of the corrective action.

Whew!! You made it....Thanks for reading me all the way to the end....YOU ARE AWESOME and I APPRECIATE YOU!

Happy Stamping and HUGS in 2019!

Christine

