

# The Pampered Chef<sup>®</sup>

december 2005

kitchen consultant news



End the year with  
**sweet success!**



## from the heart

What a remarkable year it's been! Everything we've accomplished together throughout the past 25 years has simply exceeded my highest expectations! It's hard to describe the joy I feel watching others embrace our business opportunity and make it their own.

Anyone who has shared our opportunity and helped others achieve their own success knows just what I'm talking about. Most Kitchen Consultants start their businesses because they need flexible working hours, want to earn extra income or they just love our products. And many are surprised to learn that the greatest joy they receive is from offering the opportunity to others and helping them achieve their dreams.

I was no different. It hadn't occurred to me that others were looking for the same opportunity I had created for myself, until someone asked to join me in holding Kitchen Shows. I found that our business opportunity appealed to many different people for different reasons. And that's how helping others achieve their goals and reach new heights became my passion!

In 2006, I encourage you share your passion with others and to reach new heights!

Happy holidays and happy new year!

Doris Christopher  
Founder and Chairman

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**Above:** *Chocolate Silk Mousse in Crispy Shells.* See The Dish On ... and Kitchen Show® Teaching Tips to learn more about our Chocolate, Chocolate, Chocolate recipes.

**On the cover:** Chocolate, Chocolate, Chocolate recipes are sure to make the season bright!

Inserts
Tax Time Tips



# Clicking With New Customers



Tracy Black

"I've had a Personal Web Site since the first minute they were available," recalls New York Advanced Director Tracy Black. She shares some of her experiences and advice to help you make the most of your Personal Web Site and online ordering.

"At first, it took me some time to adjust to promoting my Personal Web Site. I wrote notes to remind myself to tell hosts about using e-vites," Tracy explains. Once she consistently promoted her Personal Web Site and online ordering, she saw a big increase in individual and outside orders.

## Business Cards and Catalogs

For Tracy, business cards are key for promoting her business and Web site. "Business card magnets in particular are effective and enduring," she says. "I've had customers tell me they've had my card on their fridge for 10 years." Also, one of her Kitchen Consultants came up with the idea to place a fluorescent label on all her catalogs reading, "Safe, Secure Online Ordering Now Available."

## E-mail Signatures

If you're not using an e-mail signature that includes your Personal Web Site address, such as Jane Smith, Independent Kitchen Consultant, [www.pamperedchef.biz/janesmith](http://www.pamperedchef.biz/janesmith), you're missing quite an audience. "Recently, I was looking for a vacation rental online and e-mailing quite a few people," explains Tracy. "I couldn't believe it when two of them responded to my signature, went to my Personal Web Site and made purchases. Then, when we arrived at the rental we selected, the manager asked me to take a look through the kitchen and let them know if anything was missing!"

Nearly every e-mail program has an option to insert a signature at the end of a message. If yours doesn't, you can create your own and add it at the end of your e-mail messages. Keep it in a Word file on your computer where you can copy and paste it without re-typing it time and again.



*Having a Personal Web Site is a valuable enhancement to your business that introduces you to a different type of customer — one you may never have reached through Kitchen Shows.*

## Update Your Site Often

"Make sure your Personal Web Site is fresh and appealing and gets the message across that you want," advises Tracy. "Look at other Consultants' sites and share ideas wherever you can. Your customers are going to YOUR Web site; they're not visiting three or four.

"One of the things I love about being a Pampered Chef® Kitchen Consultant is that everybody shares their knowledge and successes," laughs Tracy. "If a computer-challenged person like me can have a successful, professional-looking Web site for \$6 a month, so can you."



SUBSCRIBE TO A PERSONAL WEB SITE by visiting Consultant's Corner. Click on Personal Web Site Assistant under Promoting Your Business.

# the dish on ...

## Chocolate Chocolate Chocolate

Information and inspiration from our Test Kitchen experts

Everyone loves chocolate, and the following tips will help you demonstrate our delicious Chocolate, Chocolate, Chocolate recipes at your Kitchen Shows with ease.

### ■ Chocolate Silk Mousse in Crispy Shells

- To prevent cracking when folding crepes, use them at room temperature. Refrigerating crepes makes them brittle. Also, be sure to check the expiration date on the outside of the package, because crepes become dry when they near the expiration date.
- This recipe can be prepared in the **Deluxe Mini-Muffin Pan**. Fold round crepe into quarters and trim edges to form a circle, creating four small discs. Repeat with five more crepes, for a total of 24 discs. Press into wells of Deluxe Mini-Muffin Pan using **Tart Shaper**. Bake as recipe directs.
- Demonstrate how easily the **Double Boiler** melts chocolate and almond bark. Bring 1 inch of water to a simmer in the **(2-qt.) Saucepan** over medium-low heat. Coarsely chop 12 ounces



Joanne Waller  
Senior Recipe Editor



Molten Chocolate Skillet Brownie — a delicious dessert!

of chocolate or almond bark using **Crinkle Cutter**; place in Double Boiler. Set Double Boiler over simmering water in saucepan. Heat chocolate, stirring occasionally, 8-12 minutes or just until melted. Dip banana slices, pretzels or cookies into melted chocolate for a quick treat.

### ■ Chocolate-Banana Phyllo Bundles

- To toast almonds on the stovetop, place almonds in **(8-in.) Sauté Pan**. Heat over medium heat 3-5 minutes or until almonds begin to brown, stirring frequently. Remove from pan; cool completely.
- After bananas have ripened, store them in the refrigerator. The low temperature will help slow down ripening. The skin will turn dark brown after being exposed to the oxygen in your refrigerator, but the fruit is fine to eat. Overripe bananas can be peeled and frozen in an airtight container up to six months for later use, such as banana bread.

### ■ Molten Chocolate Skillet Brownie

- Do not store chocolate in the refrigerator or freezer. When chilled chocolate is brought to room temperature, condensation will form. These tiny droplets will cause chocolate to “seize” or clump instead of melting because the fat in chocolate, when heated with water, doesn’t mix.

# Kitchen Show® Teaching Tips



## *Chocolate Fun Facts*

- Chocolate was a drink long before it was an edible treat. The first chocolate brew, concocted by the Mayans, consisted of cocoa beans, water and spices.
- We've only been eating chocolate in solid form for about 150 years.
- In 18<sup>th</sup> century Europe, chocolate houses that served hot cocoa were as popular as coffee houses are today. In London, there was one on almost every street corner.
- Today, it's estimated that the average American adult consumes nearly 12 pounds of chocolate per year.
- Europe consumes even more chocolate. Belgium consumes the most, followed by Switzerland, Iceland and Germany, then the U.S.

# Kitchen Show® Teaching Tips

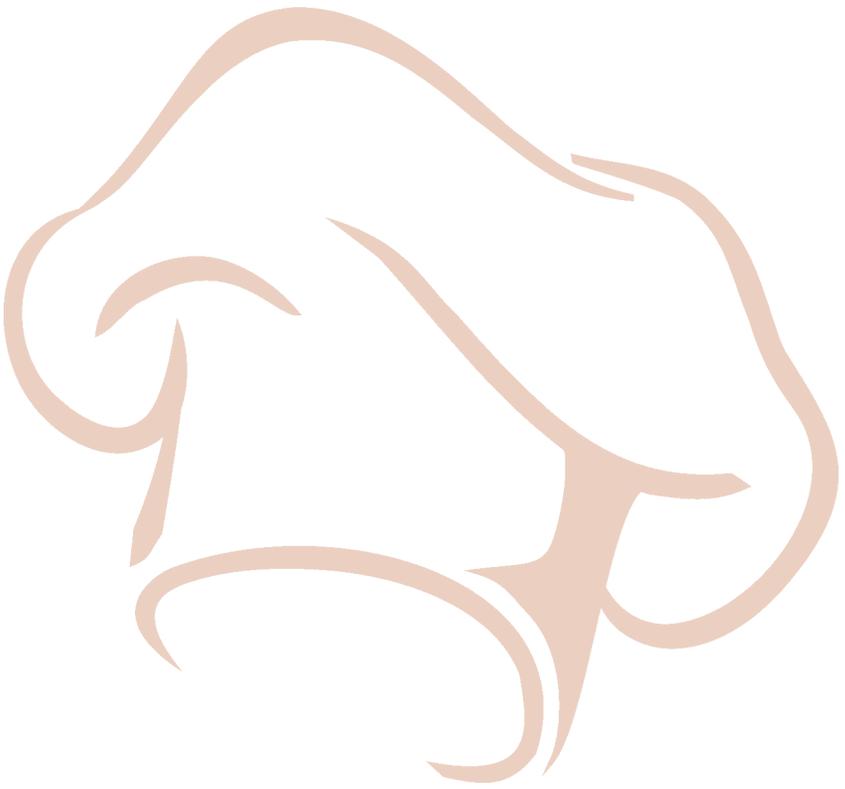


## *How Chocolate is Made*

- Cocoa beans grow in tropical climates, such as West Africa, South and Central America.
- When cocoa beans are processed, they produce two components — cocoa solids and cocoa butter. Both are used in the making of chocolate.
- Chocolate comes in three varieties.
  - **Dark chocolate** — contains a high percentage of cocoa solids, some cocoa butter, and little or no milk solids.
  - **Milk chocolate** — contains a small amount of cocoa solids, cocoa butter and a higher amount of milk solids.
  - **White chocolate** — contains no cocoa solids, but a high percentage of cocoa butter and milk solids.

## *Storing Chocolate*

- The best way to store all chocolate types is to tightly wrap it and keep it in a cool, dry place (between 60°F and 75°F).
- Milk chocolate and white chocolate can be stored up to nine months. After nine months, the milk solids in these chocolates turns rancid, which affects the taste.
- Stored properly, dark chocolate will keep for years without negatively affecting its taste.



You can incorporate popular **fruit and berry themes** into your Kitchen Shows using ingredients such as cranberries, figs, berries, pears and apples in your recipes and decorations. Display them in **Woven Selections™** hand-woven rattan pieces or **Striped Simple Additions®** pieces at your Shows. Demonstrate the preparation of fruits using the **Apple Peeler/Corer/Slicer**, **Food Chopper** and **Knives**, with popular recipes such as *Baked Brie with Apples and Cranberries* in the **Celebrate! Cookbook**.



Baked Brie with Apples and Cranberries is a festive appetizer for the holidays.



A recent survey published in PR Newswire found that 94% of Americans serve **traditional dishes** at holiday meals. Of course, traditions vary greatly! Tamales are traditional to Mexican Americans, whereas pork is a popular holiday dish for Cuban Americans. Turkey is still the most popular choice by far, and the **Turkey Basics Recipe Collection** helps you prepare this dish with all the trimmings.

Our Turkey Basics Recipe Collection will help your customers prepare a delicious and memorable feast this holiday season.

**Online shoppers** plan to spend more of their holiday shopping budget online (53%) than offline, according to an America Online survey conducted this past August. Boost your business with online orders! Subscribe to a Personal Web Site by visiting Consultant's Corner. Click on Personal Web Site Assistant under Promoting Your Business.



## Directors 25<sup>th</sup> Anniversary Incentive

# Directors Are Rewarded in the Windy City

The Directors 25<sup>th</sup> Anniversary Incentive to Chicago was a unique reward just for Directors and above.

Achievers and their guests experienced the beauty of Chicago during the fall season when they spent Oct. 22-23 in the Windy City. They stayed at the Fairmont Chicago, a four diamond luxury hotel located in the heart of Chicago and near landmark attractions like Millenium Park, Navy Pier and world-renowned shopping along the Magnificent Mile.

Executive Directors and above began their celebration Oct. 21 at a special dinner with Founder and Chairman Doris Christopher and President and Chief Operating Officer Marla Gottschalk.

Then, the festivities officially began with a formal 25<sup>th</sup> Anniversary Gala at the hotel's Imperial Ballroom. The next morning, achievers enjoyed brunch at The Signature Room at the 95<sup>th</sup>. This famous restaurant, housed on the 95<sup>th</sup> floor of the equally-famous John Hancock Center, offers elegant dining amidst breathtaking views of the city and Lake Michigan.

This one-of-a-kind incentive is just one of the many benefits of Directorship!



National Senior Executive Directors and Senior Executive Directors presented Doris and Jay with a silver platter, and Robin Shilling, a National Senior Executive Director from Pennsylvania, made a toast.



Marla offers opening remarks before dinner.



Julie, Jay, Doris, Kelley and her husband, Paul Schueler, celebrate at the Gala.



From left: Wayne Carr, Indiana Executive Director Sherri Carr, Virginia Director Arlisa McGee and Andre McGee.



Surprise interactive entertainment came in the form of three tenors pretending to be waiters, fooling a lot of Consultants!



These Ohio Consultants and their guests are all smiles! From left: Lou Orban, Senior Director Holly Orban, Director Jennifer Bartucci, Al Bartucci, Director Susan Warshay and Jay Ross.

# Join Us at the Top



At Leadership Summit, you can look forward to:

- Training designed just for you at your level of the business.
- Networking with the top leaders in the field.
- Learning new ideas, tips and communication techniques to help you meet your goals.

But that's not all! This year's guest speaker, Jim Cathart, is one of the most widely recognized professional speakers in the world. He has long been a trend-setter in believing that business should be practiced primarily as an act of friendship rather than as a process of negotiation. He is also an expert in teaching people how to know themselves and how to grow themselves and their businesses more effectively.

The author of thirteen books including "Relationship Selling" and the top-seller "The Acorn Principle", Jim has researched and field tested his methods through three decades of speaking and training.

If you haven't registered for Leadership Summit yet, there's still time — all you need are two recruits. Log on to Consultant's Corner on our Web site to register. Under Consultant and Leadership training, click on Leadership 2006 — Register now!

There's still time to participate in Leadership Summit on Jan. 5-7 in Atlanta! Register by Dec. 12 and receive the early bird rate of \$175.



Strive for the Summit. All you need are two recruits to become a Future Director and be invited to attend!

## Double Your Incentive Points!

When you attend Leadership Summit 2006, you'll double your incentive points for the new 2006 incentive program through the December Consultant Sales Promotion.



You'll be very excited to earn double incentive points, especially after you learn the destinations at Leadership Summit!

The December Consultant Sales Promotion also rewards you with new spring products and incentive points for the 2006 incentive program based on your December commissionable sales.

Make the cold winter months feel a little warmer when you earn incentive points and new spring products!



# Start the New Year Strong



Ann McDonald

Use Virginia Director Ann McDonald's tips to get a strong start in the new year.

- **Send postcards or notecards in December to January hosts.** Share how much you're looking forward to their Kitchen Shows.
- **Use the Kitchen Consultant Planner or FranklinCovey® planner.**

"I put circles on the days I want to book Shows so I always know what openings I have available," says Ann.

- **Set goals and make yourself accountable.** It's easier to stick to your goal when you hold yourself accountable. Share your goals with your Cluster, your Show guests and hosts.

Set quick mini-goals for yourself. "For example, on Sunday evenings, if there are openings on my calendar that need to be filled and potential hosts to be called, I'll set a mini-goal for myself of booking three Shows that night," Ann explains. "I love setting goals like these, because they're quick, easy and very gratifying when you achieve them."

- **Turn large goals into smaller goals.** One of Ann's favorite goals is earning President's Reception at National Conference through sales. "You never know from year to year what it will take to be one of the top 20 Consultants in sales, so I always strive to be among the top 20 in monthly sales at least five months out of the year."

Set your goals, plan how you'll achieve them and hold yourself accountable. Then, get ready for success in 2006!



## Less is More with FranklinCovey!®

When it comes to organization, less is more! Listen to the audio instruction that comes with the FranklinCovey® Organizer; you'll learn tips and ideas to help you become more organized. Plus, this slim wire-bound system will demonstrate to customers and potential recruits alike just how easy having a Pampered Chef® business can be!

There are two ways to order:

1. Call 1-800-679-1812.
2. Go to Managing Your Business at Consultant's Corner.



# Make December Irresistible!

December is the final month to earn your Irresistible Rewards incentive trip. Use these four tips to have a great December:

- 1. Set power hours.** Get on the phone and call everyone on your List of 100, past hosts, preferred customers, neighbors, coworkers and new acquaintances. Ask if they'd like to host a Kitchen Show® or place an order. You'll also want to review survey drawing slips and call all those who said maybe to hosting a Show or learning more about our business opportunity.
- 2. Book in close.** When booking Shows, start by giving people your next available dates. The closer their Shows are held to when they book them, the more excited they will be throughout the entire process.
- 3. Hold an open house.** Invite everyone! This is a great way to increase your customer base as you introduce others to The Pampered Chef®. It's sure to result in recruit leads and increased sales.
- 4. Take advantage of the numerous social opportunities that December brings.** Share The Pampered Chef® with others. When you do, you could be rewarded with the trip of a lifetime next year.

## Where will the next incentive trip be held?

You'll be among the first to find out when you attend Leadership Summit 2006. All you need are two recruits to become a Future Director and attend. A strong December can help you earn your Irresistible Rewards trip, and give you a great start to earning the next exciting destination.



TO CHECK YOUR PROGRESS, log on to Consultant's Corner. Go to Consultant Incentives, Irresistible Rewards, then click on My Incentives Calculator.

## Still Time to Take the Challenge

Be treated like a VIP on your Irresistible Rewards incentive trip with our Top 100 Recruiting Challenge! When you earn any level of the incentive trip, and are among our top 100 recruiters between Sept. 1 and Dec. 31, you'll receive the VIP treatment of an extra day's stay or other amenities, depending on the level you earn.

For details on the Top 100 Recruiting Challenge, go to Consultant Incentives, Recruiting and Sales Promotions, Recruiting Promotion, then click on Top 100 Recruiting Challenge under Continuing Programs.



The *Stainless Mini-Whisk* is the December Guest Special.

## Promoting Guest Specials



Colleen Lynch

Washington Director Colleen Lynch has seen her Kitchen Show® average increase by \$120 since she began appointing a “Guest Special person” at her Shows this past February.

Colleen slips a copy of the Guest Special flyer into one random sales receipt. This is in addition to displaying the current Guest Special flyer at her Shows and having copies on hand for guests to keep.

At the beginning of her Shows, she says: “One person here has an extra-special sales receipt.” When that person is found, Colleen asks her to read the Guest Special. Then, she explains that this guest’s job is to stand up three times during the Show and remind everyone what the Guest Special is. For every guest who purchases the Guest Special, the Guest Special person receives \$1 off of her order.

Many people choose to speak up more than three times in an effort to receive a few dollars off their order! Others have become hosts because they had so much fun, and still others have become recruit leads. “I tell every Guest Special person how great they were at doing my job for me,” says Colleen.

In addition to having a Guest Special person, Colleen plans to promote the December Guest Special by sharing that customers can take the **Stainless Mini-Whisk** to their local jewelry store and have it engraved — making it a perfect bridal shower, wedding or anniversary gift.

Put Colleen’s ideas to work for you and watch your business bloom!

# Super from the Start

Tips for Super Starters on how to start strong and stay strong!



Caryn Jenkins

Illinois Kitchen Consultant Caryn Jenkins joined the business in June 2004. She earned all three Super Starter Sales Bonuses in addition to five Plus Bonuses, and is still going strong.

Caryn attributes her Super Starter success to two things:

**1. Setting goals.** “I decided I wanted to earn all of the Super Starter Sales Bonuses and determined how many Kitchen Shows and how

much in sales I would need. I also knew that if I set the right goals, I could earn the Plus Bonuses as well.”

**2. Participating in fairs.** “I don’t have a lot of family in the area, so I asked a few close friends to book Shows. However, the best thing I did was set up booths at several different fairs. I had booths at three fairs in my first two months and was able to quickly fill my calendar.”

“Earning those Bonuses increased my sample kit exponentially,” says Caryn. “I was able to increase my Show sales because I had more products to share.”

Currently, Caryn works her Pampered Chef® business part-time, holding seven to eight Shows per month. “I love to tell people how much free and discounted products my hosts earn — they’re amazed, and it gets them thinking about how they can take advantage of our incredible host program.”

It’s always important to have a goal and a plan to achieve your goal, as Caryn says. Plus, look for local fairs in your area and set up a booth. These tips will help you start strong and stay strong!

*Set goals and don’t be afraid to ask for bookings.*

*Earning free products will help your business.*



# Success Tips for 2006



When you start the new year strong, you'll stay strong. Your bookings for the new year and spring season should follow easily after your holiday Kitchen Shows. A successful holiday season paired with the January and February Monthly Host Specials will keep you on track. Here are a few tips to help you along.

## Monthly Host Specials

First, promote the January Monthly Host Special to your December Show guests to fill your January calendar. With all the entertaining going on, they're bound to have noticed a few kitchen tools or entertaining items they would like. The 1½ times Free Product Value is a great reason to host a Show and earn wish list items free!

Then, promote the February Monthly Host Special at your Shows. Mention that February hosts can receive any one piece of our open stock cookware for 60% off. Talk about the booking benefit! You might say, "If you book a Show in February, not only will you be able to take advantage of this great promotion, but today's host will be able to as well!"

## New Spring Products

With the new season beginning March 1, promoting the new product line at your February Shows will help fill your March calendar and get you off to a great start in the new season.

Put our promotions to work and your calendar will fill up in no time!

## Spring Paperwork Dates

With the new season comes new paperwork! Review the list of dates below for the effective dates of your current and upcoming paperwork, as well as when you can expect your new supplies for spring.

- Use your fall/winter paperwork until the end of February.
- Spring paperwork becomes effective **March 1**.
- Spring paperwork and product packages will ship to arrive to National Senior Executive Directors and Senior Executive Directors by **Jan. 23**
- Spring paperwork packages and earned products will ship to arrive to Executive Directors by **Jan. 25**
- Spring paperwork packages and earned products will ship to arrive to Senior Directors and Directors by **Jan. 26**.
- Spring product packages will ship to arrive to Sell-A-Thon achievers by **Jan. 27**.
- Spring paperwork packages will ship to arrive to Consultants and above by **Jan. 30**.
- The 2006 Spring/Summer PamperedPartner® CD will be sent with the February *Kitchen Consultant News*.

Please note that the shipping and handling fee for paperwork packages has increased. The \$6 fee will automatically be deducted from your commission twice annually to cover the shipping and handling of the package of new seasonal paperwork.

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For Kitchen Consultant Agreements received beginning Jan. 30, Super Starter kits will contain new spring paperwork. If your new recruit is choosing March as Super Starter month one, please do not submit the agreement before Jan. 30. (Spring kits shipped through Feb. 10 will include a supply of fall paperwork for February Kitchen Shows.)

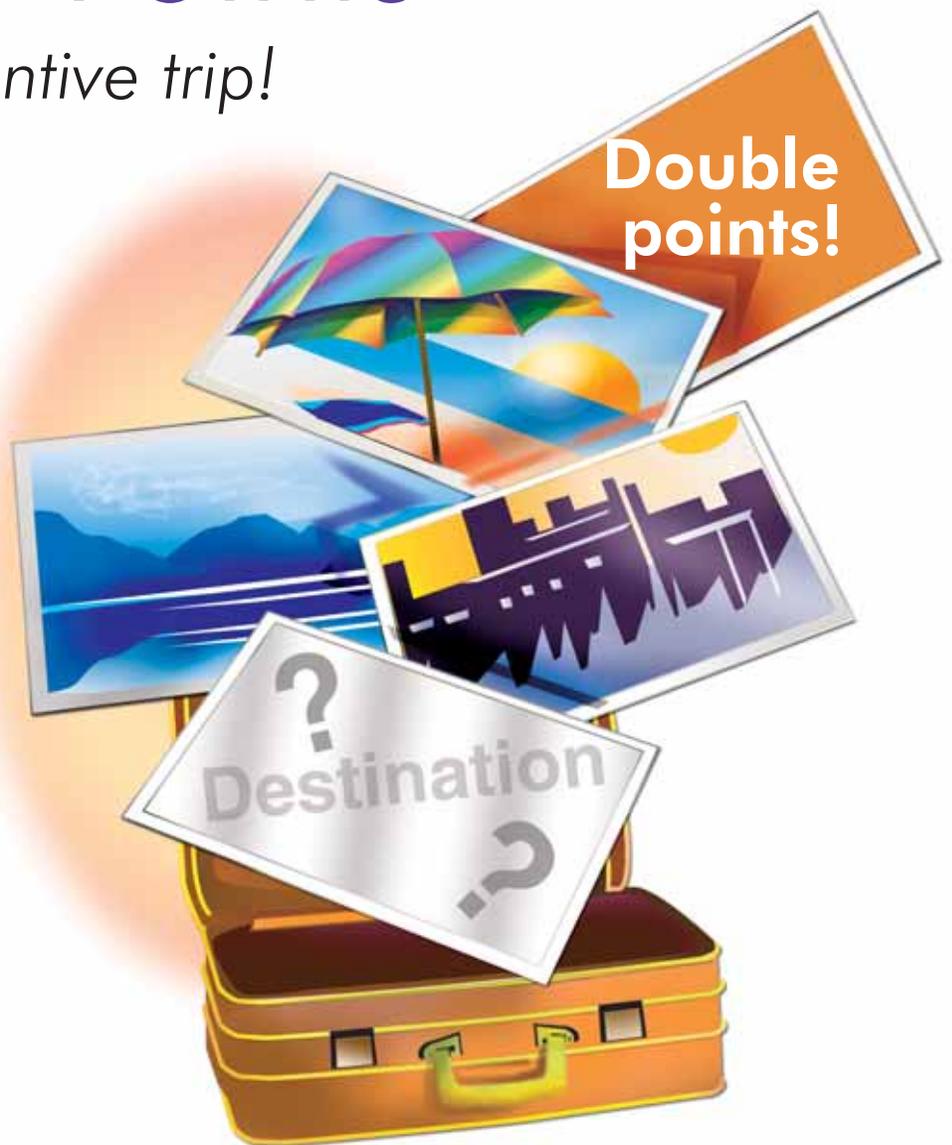
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# Double Up on Sales Points

*for our 2006 incentive trip!*

Receive **2 incentive points** toward our 2006 incentive trip for every \$1 in commissionable sales from Shows **HELD** and **SUBMITTED** in February 2006.

But what is  
our 2006  
destination?



Start booking February Shows on the double,  
and attend Leadership Summit 2006 to  
learn the 2006 incentive destination!

**The Pampered Chef**<sup>®</sup>

# Six for Your Sweetheart!

Earning your **Sweetheart Towel** is as easy as one, two, six! Register at least six January 2006 Kitchen Shows by Dec. 12 and we'll send you a Sweetheart Towel free.

When you earn your Sweetheart Towel, you can show it off in January to promote our January Guest Special. Everyone will want their Sweetheart Towel just in time for Valentine's Day!



## kitchen consultant news

A monthly publication for Kitchen Consultants of The Pampered Chef, Ltd.

Please submit all ideas, suggestions and photos to:

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Addison, IL 60101-5630  
E-mail: [publications@pamperedchef.com](mailto:publications@pamperedchef.com)

Please note that photos sent via mail cannot be returned.

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KCN1205

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