



# The Pampered Chef<sup>®</sup>

january 2006

kitchen consultant news

Make Dessert  
Healthy & Delicious!



food for  
thought

Happy New Year! There are so many opportunities for you to grow your business and achieve great things in 2006.

Now is the time to set your goals and create the plan to achieve them. And remember, achieving your goals is often as easy as taking advantage of the many opportunities available to you. Take advantage of our generous January Host Special to get the new year off to a fabulous start by sharing it with everyone in your contact list.

Share The Pampered Chef® with others! Offering our opportunity is as simple as speaking from the heart and talking with others about all the benefits of a Pampered Chef® business. Make it a goal to talk about the opportunity at every Show and with new people you meet when you're out and about. By doing so, you may be helping them fulfill their own goals for the new year!

Looking forward to seeing you at Leadership Summit,

*Marla*

Marla Gottschalk  
President and Chief Operating Officer

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**Above:** Angel Food Shortcakes from our **It's Good For You** cookbook are a great tasting and light dessert for Valentine's Day. See *The Dish On ...* for more "heartfelt" healthy eating ideas.

**On the cover:** Berries 'N Cream Wonton Cups from the **It's Good For You** cookbook.



# January's Steps to Success

Here's a reminder of goals and tasks to keep you on the road to success this month and all year long. Use these check boxes to note when you complete a task or reach a goal this month.

- ☐ Submit two Shows by January 20 to receive the newest **Stoneware** piece free through the January Consultant Sales Promotion.
- ☐ Your monthly goal: Earn the January Consultant Sales Promotion. Submit three Shows and receive \$50 off the National Conference registration fee. Submit six Shows and receive \$100 off, or submit \$5,000 in total commissionable sales and receive free National Conference early bird registration.
- ☐ Promote the January Guest Special at every Show. It's the only opportunity for your customers to receive our exclusive **Sweetheart Towels!**
- ☐ Make customer calls regularly. With just 3-5 contacts a day, you'll connect with 60-100 people every month. Follow up with everyone you can think of and set a daily, weekly or monthly goal for the number of calls you want to make. To get started, visit your List of 100, follow up with customers who placed outside orders, and revisit customers and Show guests from last January.
- ☐ Post the 2006 incentive tracking chart where your family can help chart your progress.
- ☐ Plan to attend your January Cluster meeting to hear all of the exciting new announcements for spring.
- ☐ When your spring paperwork package arrives, review it so you're aware of any changes for the spring season.
- ☐ Order your spring product samples and spring paperwork.



*Our Sweetheart Towels are available this month only.*



*Cluster meetings will help keep you on track with your goals. From Left: Missouri Director Carol Nunnery, Kentucky Future Director Phillip Brunner, Maryland Senior Director Ivelisse Page and Kentucky Senior Director Sharon Gray.*

# the dish on ...

## "Heartfelt" Healthy Eating

Information and inspiration from our Test Kitchen experts

A heart-healthy Valentine's Day dinner with loved ones doesn't have to be dull. The Pampered Chef® offers many products and recipes that put a fresh, flavorful spin on healthy meals, and still allow you to indulge on this romantic day.

### ■ It's Good for You!

- Promote the **It's Good for You** cookbook at Kitchen Shows. All of the recipes in this cookbook are light (30% or less calories from fat). Recipes that are low fat (3 grams or less fat per serving), low cholesterol or low calorie are also included.
- Studies show that serving smaller meals on smaller dishes "tricks" the body into feeling satisfied on less food. Show guests *Spicy Sausage & Peppers Penne* to illustrate that a complete, satisfying meal can be served on a **Simple Additions® Small Square** for those watching their waistlines and the health of their hearts.



Joanne Waller  
Senior Recipe Editor



*Spicy Sausage & Peppers Penne* from our *It's Good for You* cookbook

- Romantic dinner options in this cookbook include *Creamy Spinach Ravioli*, *Peppered Beef Filets with Caramelized Onion Mashed Potatoes*, *Shrimp and Linguine*, and *Pan-Seared Scallops and Spinach*.
- Recommend such sweet treats as *Fudgy Glazed Brownies*, *Berries 'N Cream Wonton Cups* and *Angel Food Shortcakes* for light and luscious Valentine's Day desserts.

### ■ Products That Promote Good Health

- *It's Good for You* features *Cheeseburger Hoagie Sandwiches*, a friendly way to show kids that healthy eating is simply delicious!
- Our **Small, Medium and Large Scoops** make it easy to portion foods such as mashed potatoes in small, consistent quantities.
- Our nonstick **Cookware** requires very little oil to prevent sticking. Pair it with the **Kitchen Spritzer** to reduce overall fat intake.

# Kitchen Show® Teaching Tips

Healthy Eating  
in the  
New Year

## Whole Grains

- Whole grains can trim your waistline! Studies have shown that people who eat whole grains as part of their normal diet have a lower body mass index (BMI) than those who don't.
- BMI is a standard tool for helping judge a person's body weight and body fat.
- Name your whole grains: there's brown rice, whole wheat, oatmeal and ... popcorn!
- Introduce whole grains to your family in stages. For example, mix equal parts of cooked white and brown rice together and eventually build up to a whole portion of brown rice.

## Grapefruit

- Share a grapefruit with someone and be healthy together. Just half a grapefruit gives you a full day's supply of vitamin C. Vitamin C boosts the immune system and fights wrinkles.
- Grapefruit also has calcium, potassium and magnesium and is low in calories (60).
- Potassium helps lower blood pressure, and magnesium is a heart-healthy mineral.

## Berries

- Berries may be tiny, but they're packed with powerful nutrients.
- The antioxidants in dark berries such as black raspberries, blueberries and blackberries slow the aging process.
- Frozen berries have nearly the same intensity of nutrients as fresh berries. Toss them into muffin or pancake batter while still frozen to eliminate berry-colored streaks.

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# Kitchen Show® Teaching Tips

Healthy Eating  
in the  
New Year

## Nuts

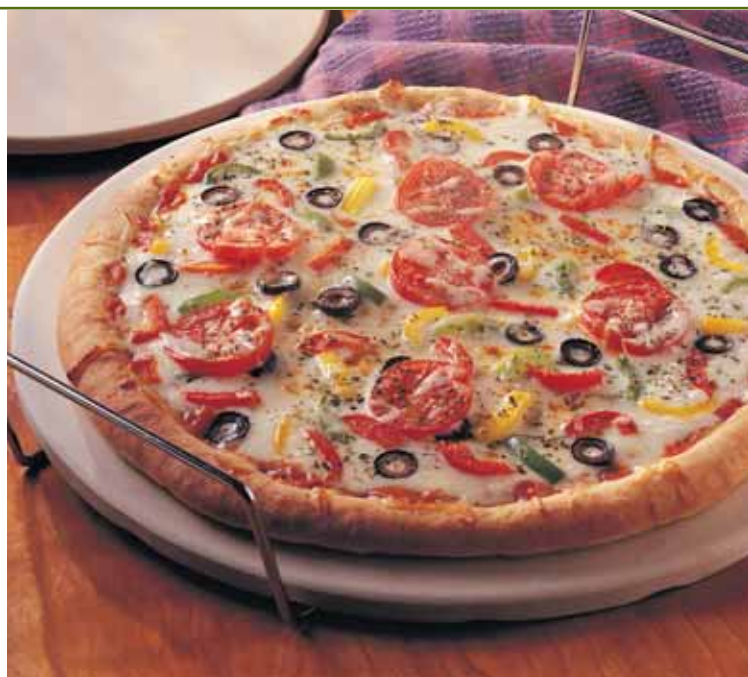
- Two healthy nuts that are making the news are walnuts and almonds.
- Walnuts are heart-healthy, and they may be "brain food," too. They are high in omega-3 fatty acids, which help the brain to function properly.
- ¼ cup of almonds has almost as much calcium as ¼ cup milk, and they're a good source of fiber.
- When eaten in moderation (one serving equals 1 ounce or ¼ cup, about 180 calories), nuts can help curb hunger because of their fat, fiber and protein content.
- Nuts are also rich in vitamin E, iron and calcium.
- Vitamin E is an antioxidant. Antioxidants play the housekeeper's role in your body, "mopping up" free radicals before they can do harm.
- Iron boosts the immune system and calcium helps maintain strong teeth and bones.
- Toasting nuts brings out their natural flavor without affecting their nutritional value.

The   
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Chef®



Americans consume more food on **Super Bowl** Sunday (Feb. 4, 2006) than any other day of the year, except for Thanksgiving! Fans spend more than \$50 million on food and snacks during the four days of Super Bowl weekend ([www.playfootball.com](http://www.playfootball.com)). Be sure your football fans are prepared for the big day with all the tips and tools they need to create the perfect Super Bowl feast! Serve up piping-hot chili from our **Professional Covered Stockpot**, keep the pizza crisp and warm on our **Large Round Stone**, and cool their palates with chilled veggies and blue cheese dip from the **Chillzanne® Rectangular Server**. It will definitely be a meal worth cheering for!



Add some romantic **Valentine's Day** touches to your home this Feb. 14 when you decorate your kitchen with our **Sweetheart Towels**. Display your Sweetheart Towels on a kitchen counter or drape them over your oven's handle. Then, place a candle on the **Simple Additions® Rectangle Platter** and sprinkle rose petals around it. Place the Rectangle around your kitchen or home, and enjoy the fun of the most romantic holiday of the year!

Only one-fourth of US adults eat the recommended serving of fruits and vegetables each day ([www.healthierus.gov](http://www.healthierus.gov)). Encourage children at a young age to participate in **healthy eating** and lifestyle habits, so they carry those ideals with them throughout their adult life. Use the **Ultimate Slice & Grate** to slice or julienne veggies into bite-size pieces and serve with a low-fat ranch dip. Or, dice veggies with the **Food Chopper** to add to a pasta dish or soup. It's important that everyone gets their 3-5 servings of vegetables each day (1 cup raw, leafy vegetables, ½ cup of other cooked or raw vegetables, and ¾ cup vegetable juice according to the Food Guide Pyramid)!



# Business Booms with Personal Host Coaching

*Cancellations used to be a regular factor in Colorado Future Director Brandy Hillman's business. After she began host coaching in person, she's seen an increase in both her bookings and sales, with only one cancellation. Put her success tips to work for your business.*



Brandy Hillman

As a stay-at-home Mom, Brandy dedicates Mondays to her business. "I can meet with hosts, run errands and get paperwork done," she says.

At the time she books a Kitchen Show®, Brandy sets up an appointment to meet with her host face-to-face. "If a host can't meet at her home, I can meet her at her work," she says. At the meeting, Brandy reviews the host program.

Brandy finds hosts are very responsive to one-on-one coaching. "They are open with me and appreciate that I take the time to meet with them," she says. "There is much more of a connection. Hosts ask me more questions than they used to. They know I care because I'm there. I can work with them on a more individual basis. I become somebody they know."

She finds that coaching in person also put hosts at ease. "When I bring a topic up, I can see their reaction. And if they

*After you meet your hosts in person, you can follow up with phone calls.*



*Host coaching in person can help increase sales and decrease Show cancellations.*

are uncomfortable or don't understand something, I can dig a little deeper and offer alternative suggestions," Brandy says.

Meeting at a host's home also allows Brandy to determine ahead of time how she'll set up her demonstration.

After the initial meeting, Brandy uses the three-call host coaching system. "The phone calls are more of a reminder for things like over-inviting and collecting outside orders," she says.

This kind of coaching has numerous benefits. "You become someone hosts know and trust. Now, if they run into obstacles, they call me. I never got that before."

Brandy's sales have increased every month since National Conference, where she learned about personal host coaching. Her Kitchen Show® schedule is at the point where she is booked months in advance, and hosts have to book right away to save a date.

The experience has also taught Brandy the importance of being coachable. "I had to be willing to try some new things with host coaching. Host coaching in person has been an eye opener. I've learned more about myself and my business," she says.



# Recruit Your Way to the Top



Marna Ross

In her first two years as a Kitchen Consultant, Marna Ross, an Advanced Director from Michigan, focused exclusively on sales and didn't recruit a single person. However, once she started recruiting, her business skyrocketed. "If you want to grow your business, recruiting is the best and fastest way to grow," she says.

Marna earned Top Performance Cluster in Personal Recruits, Personal Sales and First Line Cluster Sales last year. This year, she's on track to earn Top Performance Cluster in five categories.

## Recruiting Tips

With five months left in the current earning period, evaluate your progress and use Marna's tips to help you reach Top Performance Cluster in Personal Recruits:

- Marna believes Kitchen Shows are the best recruiting tool — and her numbers prove it. Out of all of her recruits this year, 21 were Show guests and 20 were Show hosts. She offers a Season's Best® Recipe Collection to guests as a free gift for looking at the recruiting information. She gives them the opportunity brochure and Super Starter brochure and asks them to review the materials while she's taking orders. Then, she talks with them at the Show. Marna recommends talking to potential recruits as if they've already decided to join, and having the Kitchen Consultant Agreements ready to sign before they leave the Show.
- When you hear "no," say: "That's too bad because I really think you'd be fun to work with. Can I ask you why you're not interested?" Get their objection and explain how you can work around it. Ask if you can call them back soon and put them on your newsletter mailing list.

For more recruiting tips, listen to the "Connections: The Key to Recruiting" audio (#DT14 on paperwork/supply) and ask your Director about a Table-Talk Tele-Class focused on recruiting.



TO LEARN MORE about the rewards of earning Top Performance Cluster in Personal Recruits, go to Consultant's Corner. Click on Consultant Incentives, Recruiting and Sales Promotions, Recruiting Promotion, then Reach for the Top!

TO TRACK YOUR PROGRESS, click on Consultant Incentives, Track Your Progress, then My TPC Calculator.

2005-2006 Top Performance Cluster achievers will also earn an enhancement to the 2007 incentive trip!



Use the opportunity brochure to share the opportunity, and you can earn Top Performance Cluster.



# Cook for the Week With the Roasting Pan

Our **Roasting Pan with Rack** isn't just for the holidays — it can help your customers save time preparing weekly meals.

Of course our impressive Roasting Pan is perfect for roasting the Thanksgiving turkey, but it can do so much more than that! Besides being ideal for lasagna or enchiladas, the Roasting Pan can cook up to three different roasts at one time, or brown up to 10 pounds of ground beef.

There's a new Roasting Pan with Rack flyer, inserted in this issue, to help you promote and sell this product all season long. The flyer explains how you can cook once and serve up a week's worth of meals or more with the pan. One side offers several recipe suggestions from our *Stoneware Inspirations* cookbook on what to make with ground beef. The other side offers a recipe on how to prepare and cook three different roasts, and offers recipe suggestions from our *Stoneware Inspirations* and *Main Dishes* cookbooks.

Make copies of the flyer and insert one in every catalog and host packet. Mail copies to past hosts and preferred customers who don't already own the Roasting Pan.

Here are some examples of words to say:

- "Everyone loves comfort food like chili and roast beef with gravy. By using our Roasting Pan with Rack, you can offer these wonderful recipes and more any day of the week, and save yourself time in the kitchen."
- "We all want to serve our families delicious home-cooked meals, but don't always have the time. The Pampered Chef® has the product — our amazing



*Roasting Pan with Rack*



*You can cook and serve a pork roast for dinner, then use the leftover pork to make Paradise Pita Pockets from our Main Dishes cookbook.*

Roasting Pan with Rack — and the recipes, to help you cook several different meals at the same time."

- "Whether you have a large family to feed, or simply want to save yourself time and energy in the kitchen, you can cook once and serve multiple meals with our Roasting Pan."

The Roasting Pan is one of the most impressive pieces in our line of cookware, so keep promoting its multiple uses at your Cooking Shows!

Directorship:

# My Perspective

Arkansas Director Tim Stroud originally joined The Pampered Chef® to earn extra money for a 10<sup>th</sup> anniversary vacation with his wife.



Tim Stroud

"When I joined in February 2003, my wife had hosted Shows and we already owned a number of the products. I love to cook, so I had lots of experience with the products already. Plus, my sister had been a Consultant for two years, so I discussed the opportunity with her," he explains.

Tim was hooked five minutes into his first Show and knew that he wanted to promote to Director. "My top two reasons were free products and Home Office leads," he explains. "I was all about earning free products and I knew that Directors received the new season's products, if they met sales requirements." Home Office leads are another great perk of Directorship — connecting Directors with potential hosts, customers and recruits they might not have met otherwise.

Knowing he wanted to achieve Directorship, Tim set three major goals for himself:

- 1. Hold six to eight Shows a month.** "This allowed me to meet more people who might be interested in a Pampered Chef® business," Tim explains. "And with more opportunities to practice and tell my story, I felt better able to inform guests and customers of the benefits of our opportunity." He was able to stick to this goal by committing to goal #2.
- 2. Book two Shows from each Show.** "I changed my focus from how bookings and recruiting benefited me to how they would benefit others," says Tim. "Then, I got

into the mindset that everyone at the Show wanted to book, and I just needed to get the date on the calendar." This new attitude significantly boosted the success of his booking and recruiting leads.

- 3. Let everyone know you are a Pampered Chef® Consultant.** "I wanted everyone to know what an awesome opportunity The Pampered Chef® has, what a wonderful company it is and how my business has benefited my whole family," says Tim. "I feel that making a personal connection with guests at my Shows is essential, as I invite everyone to take a closer look at our opportunity." Tim not only tells people about being a Consultant, he shows it as well. "I try to be a walking billboard for my business. I leave catalogs everywhere!"

"I want to earn as many trips as possible. I earned Level Two of the When You Wish ... incentive program. We wouldn't have been able to take that vacation without The Pampered Chef®. I will never forget the look on my eight-year-old son's face when he met Mickey Mouse and Goofy! That was priceless!" Tim has also achieved Level Three of Irresistible Rewards and is looking forward to taking the seven-night Caribbean cruise.

"If you want to promote, you can do it," says Tim. "Set goals, attend every meeting, listen to tapes, learn from others, go to National Conference and whatever you do — DON'T GIVE UP! Get together with your Director and start asking questions, listen to the answers, and then apply the training and suggestions you're given."

## The Ups & "Downs" of Director Rewards

There are many benefits to achieving Directorship. For example:



Your commission goes **up!** When you promote to Directorship, you will earn a 3 percent override on the commissionable sales of you and your Cluster members.



The number of points required to earn incentives goes **down!** So when you promote to Director this year, it will be even easier to earn the 2007 incentive destination.



# Setting Yourself Up for Success



Cynthia Johnson

Executive Director Cynthia Johnson from Ohio says that whether you hold two Shows or 20 Shows per month, an important part of being successful is being organized. She suggests three strategies to help Consultants organize their businesses: setting goals, organizing your files and using the phone. She also suggests that Consultants use additional resources

for information, such as the audio titled, "You're the Boss: Time Management and Organization" (#AV83).

## 1. Setting Goals

Cynthia says: "If you want to achieve something, make it a priority in your life. For example, if your goal is to improve your demonstration skills, then make sure your products are easily accessible. Don't put them in a closet or stack them in boxes in the basement. Use your products everyday."

Cynthia also suggests writing your goals on the calendar. "Set deadlines for each step of the process. Then, be sure you have all the materials you need to achieve that goal." For example, if your goal is to hold six Shows each month, always have six host packets made.

*Keep your business going strong with customer care calls.*



*Organize your business materials for easy access.*

## 2. Organizing Your Files

Here's one simple system:

- Use a hanging file system with tickler files for January through December. Under each month, file events in their own manila folders. Include Shows, Cluster meetings and even personal events like birthdays and play dates. On the folder label, write the name of the event and date. Include all information about that event inside. For a Show folder, include the host's name, address, directions to the house and their requests. The folder can go to the Show with you.
- Keep a bin on your desk for files with Shows that haven't closed yet. These are your working Shows. Keep them handy to pull out if you get a call and need to work on them immediately.

## 3. Using The Phone

Stay on top of your business by getting on the phone each day. Follow up on leads, make customer care calls and host-coaching calls. Cynthia offers these tips:

- Look for blocks of time to devote to calls, or use the Contact Management feature in PamperedPartner® to manage your calls, whether it's 30 minutes or more (for longer host-coaching calls), or 5-10 minutes for customer care or host-coaching calls.
- Whenever you have a Show cancellation, use that time to make business phone calls.
- Use a recipe card with tabs inside marked January through December for your follow-up file. When you get a survey drawing slip, file it under the month you plan to follow up. Leads and customer care calls can be placed in this box under the month you plan to call them. If you check behind the tab for a particular month and it's empty, you should be concerned and start adding new names!

Finally, Cynthia says: "It's a new year, so start fresh! There's no use holding on to anything that isn't current. Don't save outdated materials from previous years."

**Try Cynthia's tips for organizing your business!**

# Promoting the January Guest Special

Members of the Promotions Committee offer their ideas for promoting the January Guest Special.

## Words To Say:

### Maryland Executive Director Chris Laurich

- Ask guests: “How many of you shop at one of those mega-mart stores? (Everyone raises their hands.) How many of you go in for socks, and come out with a full cart spending much more than you thought you would have? (Everyone laughs and raises their hands again.) How many of you got a free gift because of it? (No one raises their hands.) Well, The Pampered Chef® will give you a gift for spending \$50 on items you’ll use in your kitchens. It’s a set of two gorgeous **Sweetheart Towels** — perfect for the month of February. I love our towels because they’re oversized, absorbent and beautiful enough to line a basket.” Then I pass around the towel so guests can see and touch it.

### Michigan Senior Director Sheri Klassen

- Show the guests the towel and say: “You’ll get a ‘Sweetheart’ of a deal when you purchase only \$50 in products that you can use to make your sweetie his favorite meal. It’s a gift for you and a gift for him!”

## Ideas To Implement:

### New Hampshire Executive Director Joanne Wilhelm

- January is the perfect time to talk up special Valentine’s Day ideas at your Shows. Suggest ways your guests can use the towels, like lining a basket of muffins for breakfast or turning the towels into napkins for a special dinner with your Valentine.



### Texas Advanced Director Tami Bellmer

- Emphasize that the towels are “exclusive” and “one-time only” products, and mention that guests should get their subtotals to \$50 so they don’t miss out on the **Sweetheart Towels**.

### Iowa Director Joan Garner

- Remind guests that these fun towels have lots of uses, as a bathroom hand towel for instance. They can also be used to wrap up a favorite food as a gift to someone special.

# Get Organized With FranklinCovey

The Pampered Chef® and FranklinCovey have teamed up to offer you the ultimate organizational tool: a FranklinCovey Organizer with all the professional features you expect from Franklin Covey, plus customized information about The Pampered Chef®.

The organizer is spiral-bound for a neat, compact, professional look. And it’s designed to help busy Consultants integrate and organize their business, family and social obligations, activities and appointments.

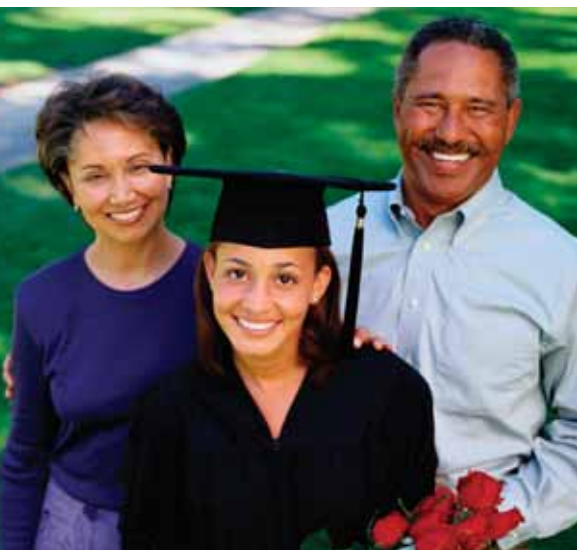
## There are two ways to order:

1. Call (800) 679-1812.
2. Go to Managing Your Business at Consultant’s Corner, and click on Order your FranklinCovey Organizer now!



# Give Your Child a Bright Future

Let The Pampered Chef® help you pay for your child's college education.



Once again, we're proud to offer 20 scholarships through Bright Futures: A College Scholarship Program for the children of Pampered Chef® Kitchen Consultants. The \$2,000 scholarships may be used toward a degree at any accredited two- or four-year college.

## Eligibility

The program is open to all dependant children of active Consultants (at any level) who will have been with The Pampered Chef® for at least one year as of April 1, 2006. You must also have career sales of at least \$15,000.

Recipients are selected by an independent firm which considers a broad range of criteria, including grades, leadership in school activities, work experience and community involvement. Scholarships are awarded for one year. Applicants who applied in 2005 and wish to be considered in 2006 must reapply.

## How to Apply

All applications must be postmarked no later than April 1, 2006. You may call our Solutions Center at (888) OUR-CHEF to request an application.



YOU'LL ALSO FIND a Bright Futures application online at Consultant's Corner, under Downloads.

## top NOVEMBER achievers

Congratulations to all our Kitchen Consultants on their achievements!

### Director promotions

#### 5 Advanced Directors

Laurie DeCamilla (ME)  
Rosie Ford (MO)  
Michelle MacLean (MD)  
Lisa Romero (CA)  
Jeana Santos (IL)

#### 39 Directors

Zandra Acree (PA)	Catrina Goode (AE)	Kyra Sicilia (MD)
Jessica Baker (ME)	Joanna Green (CT)	Kathryn Sliper (ID)
Tammy Bottini-Lynch (PA)	Chris Higgins (IL)	Michelle Smith (OK)
Vickie Bowman (NC)	Katie Hochstetler (IN)	Brandie Speight (IL)
Karen Brosnihan (MA)	Karoline Knutson (CO)	Julie Spencer (MI)
Fawnda Cofield (TN)	Ruth Lewis (AE)	Christina Tomasetti (WA)
Melissa Crofoot (OR)	Julie Lillycrop (MD)	Louise Trexler (PA)
Tracy Crowther (CA)	Nicole Martinez (VA)	Joni Voss (NE)
Kirsten Davis (IN)	Deborah Oke (IN)	Amy Wagoner (IN)
Leann Eisenreich (MO)	Aimee Passage (CA)	Cynthini West (AR)
Heidi Francis (PA)	Kelli Robinson (WV)	Faith Wetzel (CA)
Gaile Galbreath (NH)	Lisa Rodriguez-Davis (FL)	Christy Williams (FL)
Debbie Gamble (PA)	Rhonda Rush (AR)	Deborah Zerbini (OH)

# Success



# Two is Better Than One!

*Earn double incentive points when you sell, sell, sell this February!*

You'll really feel the love this February when we reward you with **2 incentive points** for every \$1 in commissionable sales you submit from Shows held and submitted in February! Earn the trip of your dreams twice as fast when you fill your February calendar with Shows.

We can't keep the 2006 incentive trip destination a secret much longer! Get the exciting incentive trip details when you attend Leadership Summit 2006 on Jan. 5-7.



## kitchen consultant news

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

**Please submit all ideas, suggestions and photos to:**

The Pampered Chef, Attn: KCN Staff  
One Pampered Chef Lane  
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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