

THE CANVAS

Summer 2014, Issue 1 Vol. 1

PINOT'S PALETTE
BY THE NUMBERS

BEVERAGE
PROGRAM BASICS

HOT & COLD
CALENDARS

PTS | PAST,
PRESENT & FUTURE

WIN WIN

Why Painting It Forward makes cents

Pinot's Palette Sanderlin's
KRISTI BAUER dishes out the
secrets to planning charity events
that work for everyone.

PINOT'S PALETTE FRANCHISE NEWSLETTER

THE CANVAS

Summer 2014, Issue 1 Vol. 1

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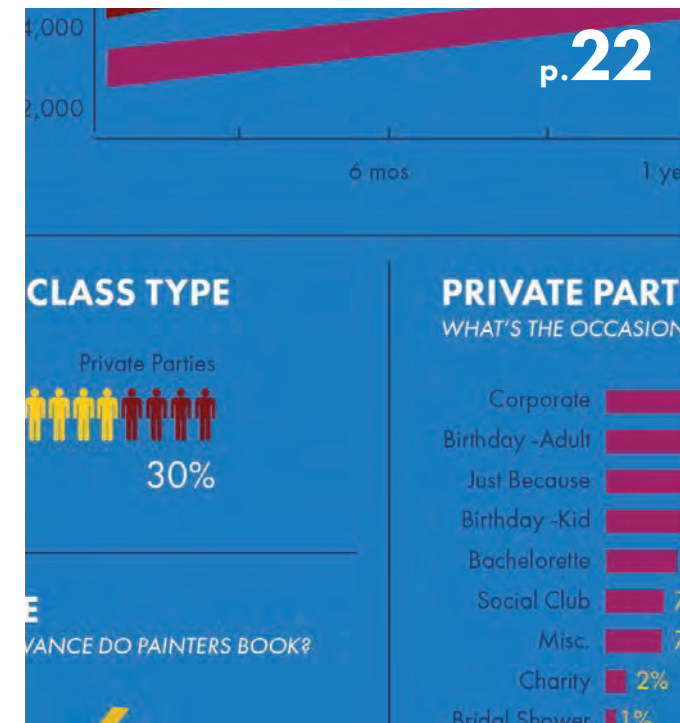
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Something you want to see in the next edition of *The Canvas*? Send us your pictures, articles & ideas! marketing@pinotpalette.com or **#thecanvas** on Team Pinot 

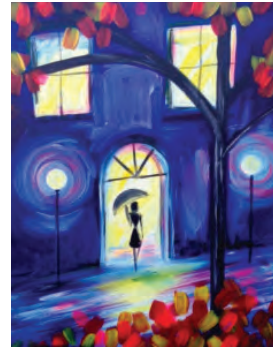
MPLHIGHLIGHTS



Life Is Good
2HR/OKC



River Willow
3HR/Tulsa



Stepping Out
2HR/Houston



By the Light of the Moon
2HR/Sugarland



Bubbly, Bubbly Night
3HR/Tulsa



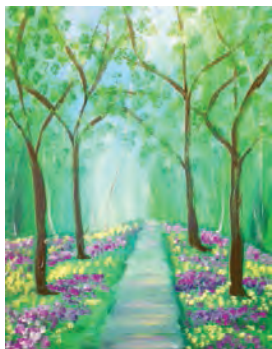
Prairie Blooms
2HR/OKC



Rustic Garden
2HR/Houston



Pour Me Some More
2HR/Tulsa



Spring's Path
2HR/Sanderlin



All You Need Is Love
2HR/Tulsa



Sunflower Starburst
2HR/Tyler



Cardinals
2HR/Louisville



HOT AND COLD CALENDARS

by Charles Willis

It's 2014 and everyone is guilty of making snap judgments based off of nothing more than their first impression. That first chance to impress someone is such an important factor in our business, it can be the difference between a great performing calendar and having to cancel a class. It takes about 50 milliseconds (that's 0.05 seconds) for our customers to form an opinion about our calendars that determine whether they like our paintings or not, whether they'll stay, browse, and purchase or leave¹. Our customers are determining if they are going to sign up for a class or wait until next month's calendar comes out based on their opinion of your calendar being visually pleasing.

What makes a visually pleasing calendar? I think about what I like in other websites and photos that are visually appealing to me. It's the flow of the images or content that are in those sites and photos that make it great. I can look at any one part of a

website and really like what I see, but the way the entire page's contents are put together is going to determine if I like what I see or not.

So the next time you're pulling the data to create next month's calendar from the Calendar Planning Report, figuring out what new painting you want to feature, and seeing what other studios have done, remind yourself to think about the flow of your calendar. Get everything into PinotAdmin and pull up the calendar view and try looking at your calendar from your customer's eyes. Ask yourself; Do you have all similar paintings (like all flowers) too close together? Do the colors in your weekend paintings look over all too dark or not stimulating? Are the styles of the close paintings customer pleasing? What do my customers (not necessarily myself) want to paint? Taking a few extra minutes to do this before each calendar release will help generate more customers.

¹ <http://research.google.com/pubs/pub38315.html>

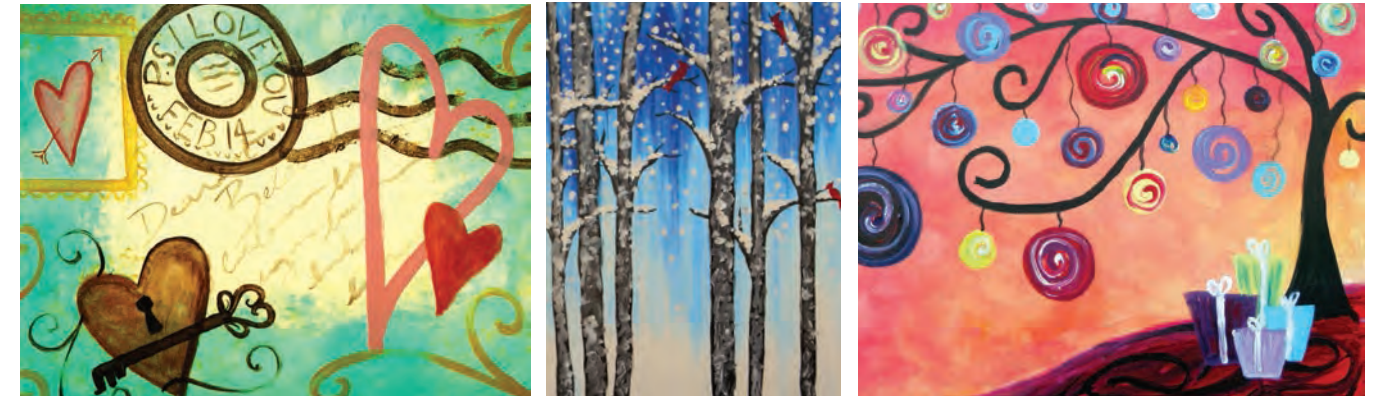
Holiday Paintings

by Natalie Wells



Are we celebrating Christmas in July? Not quite, but it's a good idea to start dreaming and scheming up your Holiday portfolio for 2014. As we all know, Holiday paintings do not require testing to be submitted to the Master Painting Library (MPL), which can make them a real slam dunk when it comes to painting rewards! However, poorly timed submissions can make it nearly impossible for your Holiday paintings to be picked up on calendars. The trick is to get your inspirational wheels turning as early as you can so you can have your paintings ready to submit in time to be used all over the Pinot system. Good timing maximizes your painting's potential—and in turn, your earning potential for rewards. Below, I've listed the submission dates for Holiday paintings for the remainder of 2014. Pay attention to these dates, write amazing painting instructions, and you could be giving yourself a major Holiday bonus!

HOLIDAY	ACCEPTING SUBMISSIONS
Halloween	August 2 through August 22
Thanksgiving	August 27 through September 18
Christmas/December Holidays	September 21 through October 11
New Year's Day	October 3 through October 23
Valentines Day	November 16 through November 30



CAN YOU TOP THE
TOP 10
HOLIDAY
PAINTINGS?



TEAM PINOT *headquarters additions*



KRISTIN HUMPHREY OPERATIONS DIRECTOR

Kristin joins Team Pinot with more than four years of business management and franchise experience, including Curves for Women, Zumba Fitness, and Bobbi Brown cosmetics. A graduate of Texas Christian University, Kristin enjoys spending her time with her husband and family, cooking up a storm, hitting up the links, or drinking a glass of chardonnay while pouring over literature for her next culinary masterpiece.

SHERRY MILLER OFFICE MANAGER

Sherry brings more than 17 years of accounting and project management experience to Pinot's Palette. In previous positions, Sherry has worked for some of the nation's top public accounting firms, and has a passion for maintaining accurate records, team building, and improving efficiency. An expert in business finances, Sherry oversees the day-to-day operations of Pinot's Palette Headquarters.

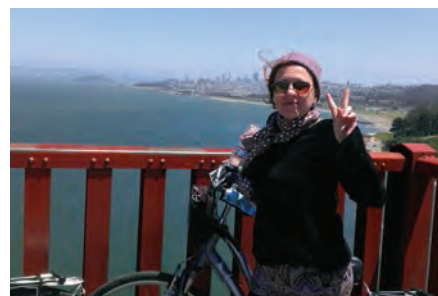


MISSY ERICKSON FRANCHISE DEVELOPMENT MANAGER

Missy brings her expertise in sales and management to the Pinot's Palette team. A Wisconsin native, she graduated in 2013 from the University of Wisconsin-Eau Claire with a B.A. in Marketing and Sales. As the Franchise Development Manager, Missy assists potential franchise partners in their discovery process.

KAREN ROBERTS ARTIST TRAINER

Karen was one of the first artists to join the team in 2009 at the original Pinot's Palette studio in Houston. Her artistic spirit surfaced at a very young age, but for years she displayed her talents in corporate training, client services management and marketing. With over 1,400 classes under her belt, Karen has a wealth of knowledge to share with the growing Pinot's Palette team. She also works in mixed media and exhibits her works several times a year.



MIGUEL MARTINEZ ARTIST TRAINER

Miguel quickly accelerated into the Artist Trainer role after joining Pinot's Palette in December of 2013 after graduating from the University of Houston with a BFA in Painting and Art History. Instilling confidence, creating a team oriented environment, and sharing knowledge necessary for providing outstanding customer service, Miguel trains new hires at the corporate and franchise onboarding level.

TEAM PINOT *new partners*



GLENN MILLS, PA - Jenifer Rolecki

WEBSTER GROVES, MO - Lori Logsdon and Joshua Dehn

ROCKLAND, NY - Barbara Nesi

LIBERTY TOWNSHIP, OH - Kelly Daniels

MANALAPAN, NJ - Terri, Jordan and Amanda Maskowitz

MILBURN, NJ - Christina Badaway and Suzanne Sarkis

NASHVILLE/BRENTWOOD, TN - Jake Sanders (4)

RED BANK, NJ - Dorothy Fadell Friedman

RIDGEWOOD, NJ - Chris and Emma Harvey (2)

FRANCHISE COUNCIL

MISSION

Represent and provide a communication channel for the franchise partners, uphold Pinot's Palette mission and values, and advance the success of the franchise system in a transparent manner.

ACCOMPLISHMENTS

The 3-part Bar Forum calls were a success. It has been decided the bar forum call will commence once every first and third quarter.

Franchise Council assisted headquarters with the implementation of the Master Painting Library market testing procedure for new paintings.

REMINDERS

The next Bar Forum call will be at 9 a.m., Thursday, August 14 with Lisa Riley as the moderator.

The New Studio Forum call is open to all franchisees and is held the first Wednesday of every month. The Franchise Council meets every Wednesday at 9 a.m. Central. Please email any forum questions to fc@pinotpalette.com.



ALANA

DIANA

KRISTI

LISA

MOLLIE

COUNCIL MEMBERS & PARTNER PALS

ALANA PADGETT (WOODLANDS) – PRESIDENT

Las Vegas
Boston
Charlotte

Orange County
Rochester Hills
Appleton

Rockland
Liberty Township
Georgetown

DIANA VASQUEZ (SUGARLAND) – COUNCIL MEMBER

Little Rock
Valencia
Dubuque

San Diego
Denver
Amherst

Millburn
Webster Groves

KRISTI BAUER (SANDERLIN) – SECRETARY

Oldsmar
Des Moines
Nowata

Tampa
Dayton
North Austin

Sommerville
Red Bank
Columbia

LISA RILEY (CHERRY STREET) – BAR FORUM FACILITATOR

Naperville
Boston
College Station

Omaha
Addison
Nashville/Knoxville

Detroit
Ridgewood
Raleigh

MOLLIE NOE (ST. MATTHEWS) – NEW STUDIO FORUM FACILITATOR

Elk Grove
St. Petersburg
Lexington

Pittsburg
Park Cities
Thousand Oaks

Freehold
Glenn Mills

BEVERAGE PROGRAM BASICS

PART 1 By Myka Aultman

Your guests are ready for a fun and entertaining night out to unwind from their daily schedules and live in the moment. Every opportunity you have to capitalize on that moment will have them coming back again and again. For a bar location understanding the basics of the bar and some of the education behind the beverage industry will elevate your extraordinary level of customer service to new heights and have your guests shouting – Pinot's Palette is the best night out ever!

The Exceptional Bartender

Arm your bartenders with the tools they need to succeed. Set specific opening and closing duties for the bar area. Primary duties should include the following: Cleanliness and Using proper accessories.

Cleanliness

Let's face it anything with alcohol is sticky if left to dry. If bottles are left open, they can begin to attract flies. This is not the image of the kind of bar you would enjoy ordering a drink from or plan to visit again. The experienced bartender will be well versed in these cleanliness tasks, and more than likely already does

them for you. Bartenders should be wiping down all bar surfaces including the fridge with a disinfecting spray and rinsing out any bar mats with warm water and soap. Bar mats help contain spills and also help dry glassware. (These can be purchased but usually you can get bar mats at no cost from liquor or beer distributors). Keep wet rags close at hand during class to wipe up spills or drips as they occur in the bar area.

“Arm your bartenders with the tools they need to succeed.”

Using the proper accessories

Wine keys & bar blades can be purchased, but usually you can get both at no cost from liquor or beer distributors. Look for wine keys that are double hinged with a foil cutter and bar blades that have some bend are desirable for opening beer tops. If you choose to purchase these tools keep them in a designated spot behind the

bar. Marking them with nail polish is a great way to make sure they don't "walk out of your bar" at closing. Or as a part of your bartenders attire require that they arrive in their everyday Pinot's Palette uniform complete with their personal wine key and bar blade – just like carrying a pen!





WIN WIN

WHY PAINTING IT FORWARD MAKES BUSINESS SENSE

By Eddie and Kristi Bauer, Sanderlin

When Kristi and I first made the decision to pursue a business plan that had us at the helm of our own organization, we sought out one that would provide an outlet for fun, laughter, and satisfaction for thousands. We both knew that engaging in our own business would provide us a means of giving back to our community, and we wanted to do it in such a way as to bring people together for common purpose, fun and growth. We did not know, however, that we would find ourselves creating fund raising events on almost a monthly basis for a wide variety of organizations ... enjoying every minute of it, and helping to grow our business at the same time.

Giving to others is a natural thing. It is human nature. As to who benefits most, the provider or the recipient,

that is open for debate. What we do know is that, in our business, anyone who participates in these events, either as a painter, or as an organizer, or as an artist leading the group, all gain and all feel good about themselves and what they are able to do for others.

Very early-on in our business life we learned that traditional marketing and advertising can get your message out to thousands, and can easily bear a hefty price tag, as well. While this is necessary, we found that it is much more satisfying to write a check to a worthy organization, rather than just to an advertising or marketing outfit. When we work with engaged organizations that desire our help, we find that they are quite active at getting the word out to their

“...we found that it is much more satisfying to write a check to a worthy charity, rather than just to an advertising or marketing outfit.

own mailing lists, social media, membership rosters, or loyal patrons, all the while building our class size while growing their messaging.

At this point we have a long list of groups that we have partnered with, as well as those that want an opportunity to stage a fund raising event using our facility and process. These types of foundations include the following: The Memphis Child Advocacy Center, Autism Society of the Mid South, Street Dog Foundation, Girls Inc., St. Jude Research Hospital, Porter Leath services for underprivileged children, and many others. The list continues to grow, and what started as a goal for one event every quarter, has grown to an event about once per month.

While we give an average of 40% of our net event proceeds to these organizations, we usually have a full house and enjoy a good margin of profit for the evening, which clearly makes it smart business, too. It is definitely a winner for all parties involved.

The key fact is this: every time we stage a fund raising event, every time we attract a group of individuals with passionate interest in (fill in the blank), we are highly likely to be introducing Pinot's Palette to a bunch of new folks! This invariably leads to repeat visits, private parties, individuals bringing their spouses, significant others, children, parent, or best friends. It opens the door for, “hey, what about doing this for my organization (for fund raising, team building, rewards, etc.)?” While we are in the midst of conducting these parties, making people laugh, helping hundreds tap into long-lost creativity, raising a glass to their success and satisfaction. During all this intense work (fun), we are furthering Pinot's Palette's values and making new friends. Yes, we are writing some nice checks (and it feels good to do so!) to charities, organizations, non-profits, but in the process, we are building positive relationships while engaging both staff and patrons, both our non-profit partners and our very-interested-in-profit Pinot selves!

Footnote: while writing this article, having just finished the last paragraph, my computer signals me that I have a new email. Subject line reads as follows: “Interested in Painting It Forward Event at Pinot's”. Something is working!





Engagement vs. Likes

By Haley Hughes

Being dynamic and flexible has never been important in business. With Facebook, an ever growing media mammoth, the rules change monthly, sometimes weekly.

Back in the day (all of three years ago) buying likes for your company or brand page was the go-to angle for advertising and leveraging social media. But being dynamic and ever changing, Facebook has proven that engagements drive popularity, not likes. Buying likes has run its course.

Aside from the wasted posts in requesting likes, Facebook has made changes to their algorithm to suppress these posts in your newsfeed. So the current marketer must adapt to these changes.

The key to success now lies in engagement. Engagement happens when your post encourages conversation between consumers, in which they're creating a dialog or when they share or re-post on their walls. This gives you more visibility than if some just liked your page.

"...engagements drive popularity, not likes."

"Facebook marketing has improved," according to Jeff Selig, CMO of social media marketing firm BostonMediaDomain. "But the like button in particular is almost useless. Marketing on Facebook is now about curating a following as opposed to just building numbers."

Here are some helpful tips:

- Don't post constantly – your fans will cancel you out
- Post relevant content for your followers
- Use open-ended questions that are relevant
- Run a relevant contest
- Keep your message short

Using Your Customer Data

By Jacqueline Deavenport

Facebook can be a useful and economical tool for reaching your customer base using the right strategies. At less than \$.25 a click and a number of demographic and audience filters to choose from, Facebook makes it simple to run a low-cost campaign. Custom Audiences is a great targeting option now available for Facebook advertising. Using your customer data is not only to boost the popularity of your page, but more importantly to drive class sign-ups. Social media is a great way for customers to engage with your brand, but to get the most out of any paid campaign, you'll want to run an ad that gets customers to sign-up for a class.

Facebook Custom Audiences is an ad targeting option that lets advertisers find their existing audiences among people who are on Facebook. Using the ads create tool or Power Editor you're able to upload an existing contact list of phone numbers or emails, and Facebook will map that contact information to its users. For example, if you have a contact list from

a marketing event or your customer contact list, that can be used to generate a Custom Audience to target in Facebook Ads.

Another way to generate a Custom Audience is through visits to your micro site. Facebook has an application that will generate a custom tracking pixel for your site. Any Facebook user who visits your page is then included in that Custom Audience. This tool is useful for remarketing on Facebook to people who have visited your website, but may not have made a purchase. To implement a tracking pixel on your micro site, put in a ticket at Headquarters.

Want to learn how to set-up and use custom audiences for your next Facebook ad campaign?

Visit : <https://www.facebook.com/help/459892990722543/>



By Eric Wright

Now that I've come up for air after developing POS 2.0, I thought I'd give everyone an update on the status and goals for PTS in 2014 and the future. I'll first attempt to gain some perspective by reminiscing about where PTS has been, then look at where we are today and finally what visions we have for the near and long term future.

LOOKING BACK

Some of us have been here long enough to remember a time before Order Management. The system contained a few spread out tools with limited abilities to control reservations and deposits, and basically none for product orders. No more.

Let's fast forward after June 2013 with the release of Order Management. Sure there is a lot to learn! But what's great about it is (1) everything is in one place so there is no guess what to do, and (2) the tools are robust and comprehensive enough where you can literally investigate and resolve any situation on your own, without needing HQ "back-end" manipulations.

Zippering right along, in 2013 we added a new system to our software suite, the iPhone App. A great deal of time, effort and money went into actualizing this new piece of our software suite, but it was well worth it. This addition not only increases our marketing abilities and sales, but also serves as a landmark feature, setting us apart from the competition, and just another reason why Pinot's Palette is leading the industry. With a dozen other major additions to PTS (2013 Roadmap on KB), we are only getting started.

RECENT AND PRESENT

2014 started with a bang with the successful completion of a major email migration, the introduction of the Knowledge Base, which replaced the "Help tab", and introducing lots of new tools to help organize our team. There were also a few more website content management features released. It was time to shut the door and finally welcome in for POS 2.0.

Fast forward, the dust is settling on a very successful release of the new POS system along with a few

more awesome feature sets (Push Notifications!), and the next major project on the docket is the new PinotsPalette.com checkout.

The main purposes of this project include the following: (1) refactor the architecture managing orders coming in on the website using the new order management architecture now running all other systems, (2) add new features and flexibility to the website checkout, including product add-ons, multi-item orders, constant contact integration, etc., and finally (3) to serve as a phase 1 transition into the next and largest project of 2014, Membership & Rewards.

but also in the size of its database and volume of traffic. This is great! It means that all of our hard work is paying off, that the plans are working.

It also means that the IT infrastructure that supports PTS must grow and scale to this increasing demand. Our current vision is to move from our current dedicated server environment, to a robust and scaled Microsoft cloud-based platform. The great news here is it is also going to be an entirely seamless transition, meaning absolutely nothing will change with how you access any PTS system.

"PTS is growing, not only in the feature sets it provides, but also in the size of its database and volume of traffic. This is great!"

We are being very proactive about this

PTS FUTURE

The future software enhancement projects (Q3 2013 to Q2 2015) consist of the Rewards project, a painting library revamp, a private party planner from leads to follow up, the continuing addition of new aesthetic and statistical reporting tools, and much more.

Let's shift now to what this means for PTS Infrastructure. PTS is growing, not only in the feature sets it provides,

change, so we have plenty of time to get it done methodically. More specifically, our tentative goal is to have the new infrastructure in place this year even though our current setup is more than enough to take PTS forward for several years. What this does is give us the ability to ensure PTS will seamlessly meet demands, in not only the next few years, but in the long term, and we can do so carefully and intelligently.





PINOT'S PALETTE 2014 SEMI ANNUAL SALES REPORT

WORDS & DATA
CRAIG CECCANTI

DESIGN
NATALIE WELLS

The data that PTS captures on a daily basis is one of our system's most hidden assets. A big part of our 2014 technology roadmap is the Reports 2.0 project, designed to enhance our reporting and leverage the rich data that we collect. To understand more about what data is valuable, I started a data mining project based on the first six months of 2014. As a first look at many of these data dimensions, our eyes will be opened to what has happened and benchmarks will be set for the future.

Out of all of the data I evaluated in this project, my biggest surprise was the amount of merchandise sales at our locations. We have an enormous opportunity to collectively boost sales and profits through merchandise sales. Many studios are already on top of this and are showing 1 out of 10 customers buy a frame, versus the system average of every 54. We have internally started a quick turnaround project at HQ to further identify and validate this opportunity as well as put together task force to create a plan to seize this opportunity. Many more projects will be born to exploit new opportunities uncovered by this data and the data uncovered by Reports 2.0. Pinot's Palette HQ is

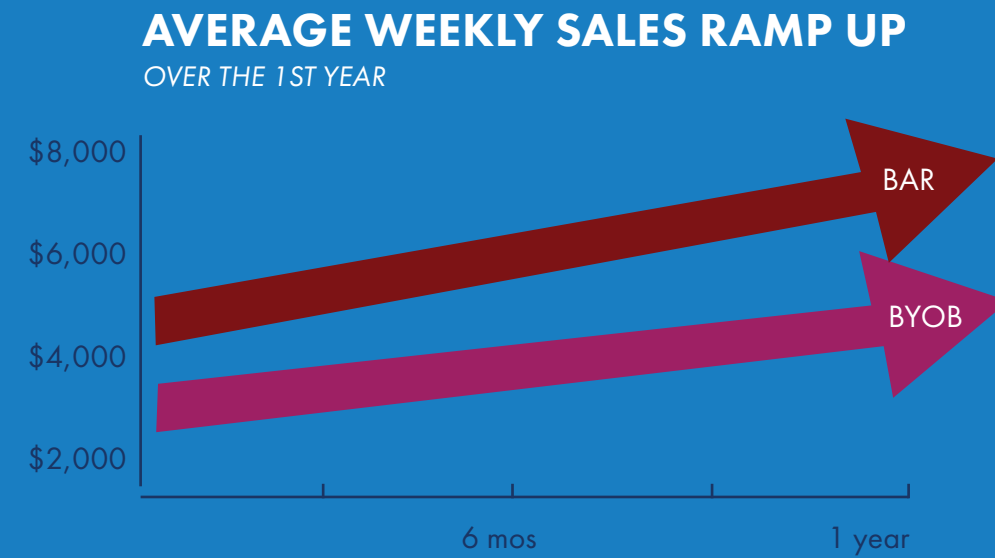
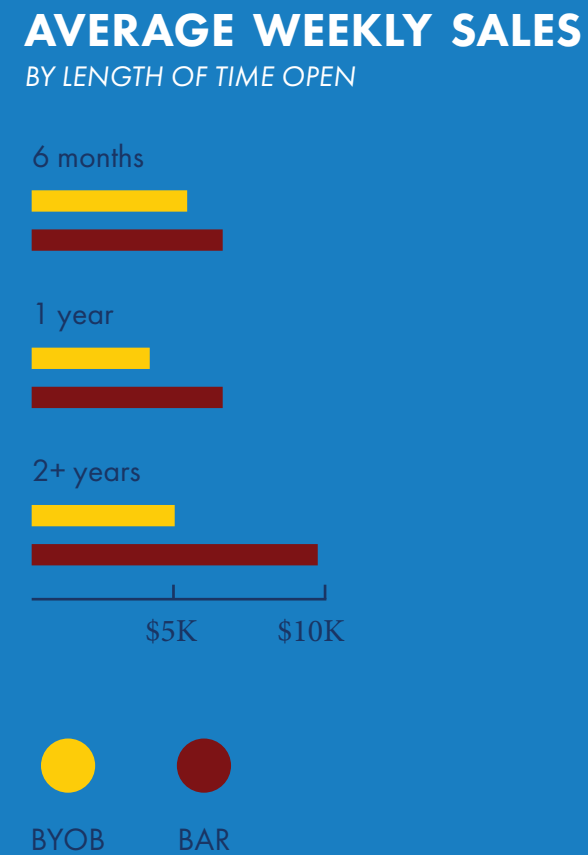
We have an enormous opportunity to collectively boost sales and profits through merchandise sales.

excited for what this brings, and I feel that this will act as a catalyst for the system to work together collectively to truly maximize its sales and profits.

My one request as you digest the data, reports, and graphs in this section is to look through opportunistic eyes. It is many of our instincts to try to immediately discredit data and find reasons why it does not apply to our own situations. Collective data and general averages will never be a perfect fit to diagnose what is happening at your specific studio location. However, if used constructively, it can be vital to finding patterns and ideas on how to improve operations, marketing, and ultimately sales. Happy Hunting – Craig

2014 GOALS: HOW WE MEASURE UP

STUDIO SALES

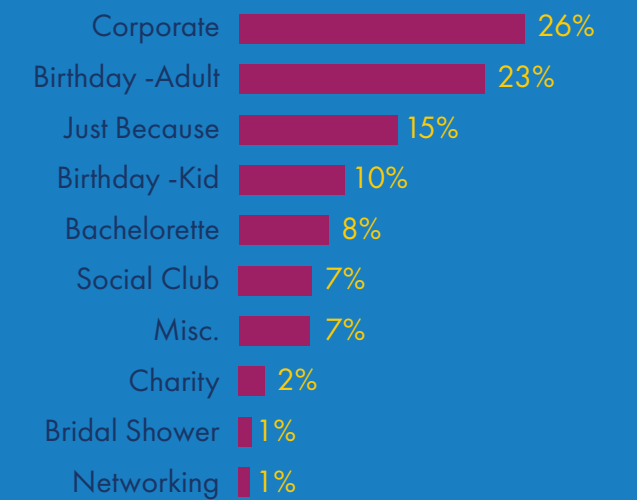


SALES BY CLASS TYPE



PRIVATE PARTIES

WHAT'S THE OCCASION?



ANNUALIZED STUDIO AVERAGE SALES

\$226,622
Jan-June 2013

\$235,542
July-Dec 2013

\$295,486
Jan-June 2014

LEAD TIME

HOW FAR IN ADVANCE DO PAINTERS BOOK?

12 DAYS
Public Classes

6 DAYS
Private Parties

PRODUCTS & MERCH

PRODUCT SALES

THE AVERAGE CUSTOMER SPENDS

\$7.30

at our BAR locations

\$0.97

at our BYOB locations

TOTAL SALES

CLASSES VS. PRODUCTS

Classes **87%**

Products **11%**

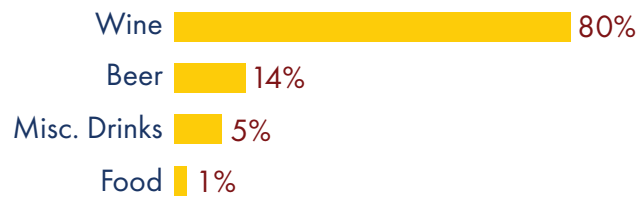
Fees **2%**

Food & Beverage Merch



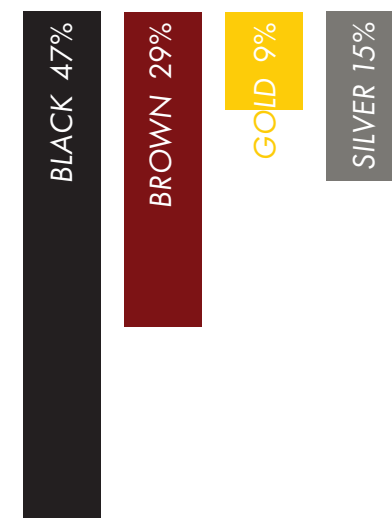
BREAK IT DOWN

FOOD & BEVERAGE SALES

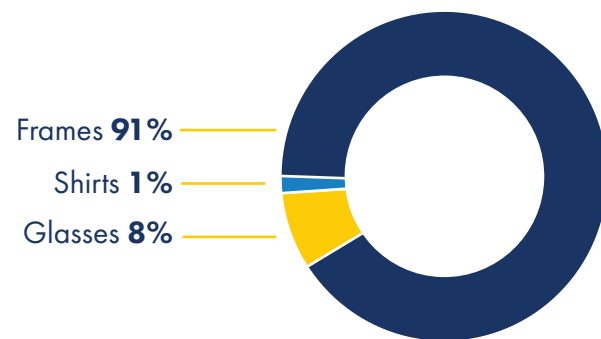


1 out of every **54** customers buys a frame.

FRAMES BY COLOR



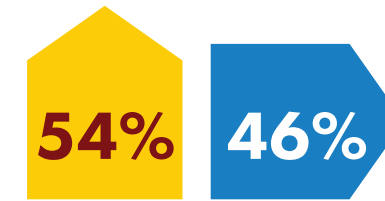
MERCHANDISE SALES



PAINTINGS & ARTISTS

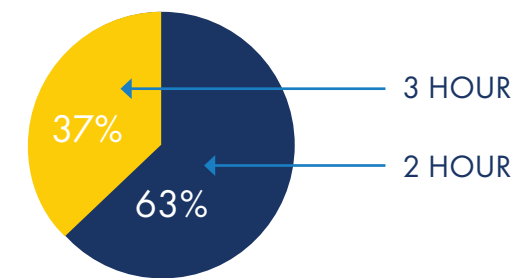
PAINTING SALES

BY ORIENTATION



Portrait Landscape

BY DURATION



TOP 10 ARTIST PORTFOLIOS

AND THEIR PAINTING REWARDS

1. Natalie Wells	79	\$786
2. Ashley Gardner	67	\$628
3. Barbara Erceg	17	\$338
4. Meredith Cunningham	21	\$321
5. Erin Joyce	34	\$301
6. Joshua Dunbar	42	\$265
7. Karen Roberts	44	\$235
8. Elizabeth Bizianes	50	\$193
9. Carmen Talbert	34	\$198
10. Lindsay Cahill	51	\$188

of paintings

average montly rewards

PAINTING TOP 10s

TOP 2 HOUR PAINTINGS

1. Moonlight through the Trees
2. Zen Blossoms
3. Chevron Chic
4. Poppies En Vogue
5. Heart In the Sand
6. Forêt Noir et Jaune
7. Wild Wine Night
8. Magnificent Maple
9. Colorful Swirly Sky
10. A Day At the Dunes

TOP 3 HOUR PAINTINGS

1. Japanese Moon Garden
2. A Walk In the Rain
3. Van Gogh's Almond Blossoms
4. Enchanted Forest
5. Van Gogh's Starry Night OTR
6. Date Night Starry Night
7. City Love
8. Love Bird Kisses
9. Beautiful Birch
10. Bridge at Twilight

STAFF SPOTLIGHT



As Her Career Takes Off, Artist **Amy Beth Wright** Remains Dedicated to Pinot's Palette

Amy Beth Wright still remembers the day she came across the online advertisement: A new, local art studio was looking for an experienced artist to guide people through fun, energetic step-by-step art lessons. Applicants needed to feel comfortable speaking in front of people, the advertisement said. And a performance background was a huge plus.

"It was like they wrote that ad for me personally," recalls Wright, who held a BFA in painting and came from a background in dance and the performing arts. "And when I went to the interview and met company co-founders Charles, Beth, and Craig, I felt like I'd known them for years. I knew within the first five minutes of the interview that I would enjoy working with them – and I haven't looked back since."

That job interview was in 2009 – Wright was the very first art instructor hired by Pinot's Palette, back when

the company was just a single studio in Houston's Montrose neighborhood.

Wright's career as a painter has experienced similar success: In the years since she joined Pinot's Palette, Wright has completed her MFA in painting at the University of Houston and started teaching university-level painting classes. Two of her paintings have been selected for inclusion in one of the country's most prestigious art shows this Summer, and she has a second gallery showing, also in New York, a few days later.

Despite this busy schedule, however, Wright always makes sure to set aside a few nights a month to teach a class at Pinot's Palette. Her loyalty to the company and her love for the unique Pinot's Palette experience keeps her coming back.

"Teaching classes at Pinot's Palette is so rewarding that I would always like to do it, no matter what," Wright says. "Pinot's Palette is a really special company, and I'm very dedicated to them. It's not something I ever see myself transitioning out of."

And at Pinot's Palette, that dedication is a two-way street. "Part of the Pinot's Palette mission is that they want to support artists, and that's not just something they say because it sounds good," she says. "They recognized that letting me cut back on hours would only help them, and they gave me their blessings and their full support."

Wright eventually took a full year off from teaching at Pinot's Palette to focus on graduate school. She was thrilled when Craig Ceccanti came to her master's thesis exhibition.

After she received her MFA in 2014, Wright returned to teaching classes at Pinot's Palette when her schedule permits. Although she loves teaching university painting classes, she says that working with guests at Pinot's Palette is rewarding in an entirely different way. For many guests with little to no painting experience, Pinot's Palette is a gateway into a new, creative world.

"It's really rewarding to take someone who has a very stressful job – like an executive or a nurse – and see them experimenting and having fun with art," she

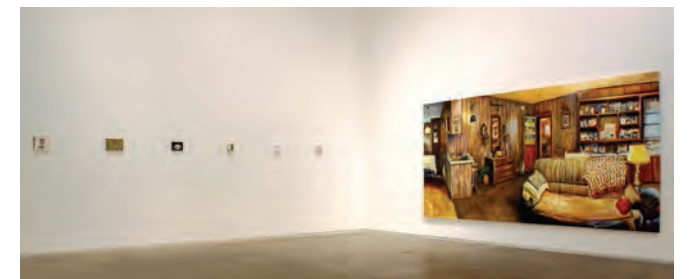
says. "It keeps you grounded. It's a high that you don't get from the art world or in the professional gallery setting."

Of course, Wright is finding that the professional art world offers plenty of highs, too: She recently learned that two of her paintings will be included in the 57th Chautauqua Annual Exhibition of Contemporary Art, which is one of the oldest juried art exhibitions in the United States. The event will take place June 22 through July 14 in Chautauqua, New York, and will be juried by Pulitzer Prize-nominated art critic Jerry Saltz.

Wright says she was thrilled to learn that she was one of the 33 artists selected for the prestigious art show.

"Jerry Saltz is one of the biggest names in art criticism and he has had a very profound impact on the art world," says Wright, "I am very excited to be able to go to the show's opening and meet him and hear what he has to say. It is a really big honor to be recognized by someone of that caliber."

Between teaching college classes, traveling to art shows, and finding time to create new paintings, Wright's schedule is quite busy. But she still manages to come back to Pinot's Palette, and she's always happy to see people discover the joy of painting and being creative.



FUN & GAMES

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CLUES

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