

PINOT'S PALETTE FRANCHISE NEWSLETTER

THE CANVAS

Spring 2015, Issue 1 Vol. 2

2014 SALES STATS
SEE HOW YOU STACK UP

DRUMROLL PLEASE...
NEW FRANCHISE
COUNCIL IS HERE

Q&A WITH ERIC
ANSWERS TO YOUR
PTS QUESTIONS

BIG NEWS, BIG YEAR
PRESIDENT'S TOAST TO
100 STUDIOS

Oil TO
Acrylic
HEAR LISA'S STORY

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THE CANVAS

Spring 2015, Issue 1 Vol. 2

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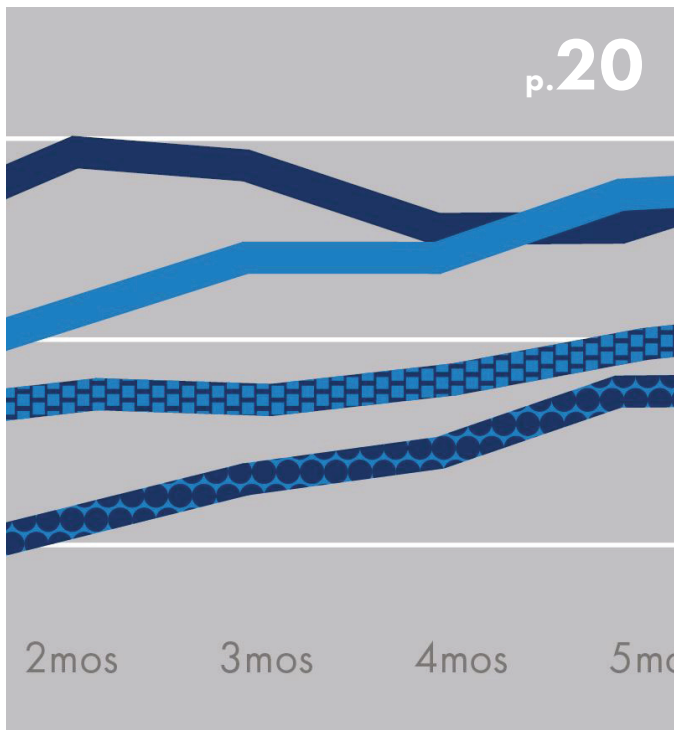
Lisa Riley



THE CANVAS

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



PRESIDENT'S MESSAGE



2014 was an awesome year for Pinot's Palette. We accomplished so much last year: released the first paint and sip mobile application with push notifications, rolled out Shopping Cart 1.0 so customers could purchase more classes and gift certificates on a single transaction, streamlined the private party experience with POS 2.0, became a top 10 item in the largest consumer bulk supply chain Sam's Club, increased our average sales per studio by more than 25 percent (See page 20), brought on 42 new Pinot's Palette partners, and last but definitely not least, signed our 100th studio! All of these accomplishments come together to help push the brand forward into being the industry leader in paint and sip.

The strategy for 2015 still hasn't changed. System-wide we must push to be the industry leader in every viable market through differentiation of our brand, our Pinot's

Palette Partners, and innovation. Now, more than ever, we need to work together as a team on this strategy. As a national brand, it is critical we stay true to all of the elements that make Pinot's Palette the gold standard in paint and sip. Over the last year, it has been a race to the finish line to get our studios open in those key markets. Now it is time we start perfecting our craft and our image.

Over the next year, we will be completing shopping cart 2.0, where customers can purchase seats and merchandise. We will roll out a national loyalty program that recognizes our most dedicated guests and encourages our current customers' to attend more frequently. A private party planning tool will also make planning special events simpler for customers and studio owners alike. The crown jewel of 2015 will be the face-lift of all digital and print assets to infuse our

WE ARE THE

by Charles Willis



mission and vision into every customer experience.

But all this work will be for not without your help. At retreat, we dubbed 2015 the year of the #WOLFPACK. The word “wolfpack” may bring to mind a certain comedy called *The Hangover* for some of you, but stay with me. Wolves are intelligent, resourceful, and relentless; however, the reason wolves are able to tackle prey so much larger than themselves is through their teamwork. This correlates closely with our business environment. Being an independent wolf means to be fierce against the local competition, but we also must work with our partners in the system to teach and learn.

As a business owner in this system, you are responsible for knowing Pinot’s Palette in and out, backwards and forwards. Memorize the operations manual and brand standards. These should be second nature to you. This

will make you a more competent and confident leader among your staff, in your community, and a valuable team member in our system. It is expected that we hold each other accountable to operational excellence and brand integrity—two things critical to building trust and loyalty among our customers.

We are at the size to overtake the competition, but as a #WOLFPACK, there is no question we can topple any other business in the paint and sip industry. We must go into 2015 working together as a team, encouraging and rewarding the hard work that makes our brand stand out, as well as coaching, training and innovating where our brand is weak.

#WOLFPACK: This is our goal for 2015. We are hungry. We take on the competition together, as a team, and we win—in every local market, in every state and nationwide.

MPLHIGHLIGHTS



Azalea Lane
3HR/Tyler



Fall Majesty
3HR/Cherry Street



Aurora Through the Trees
2HR/Bricktown



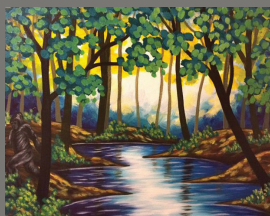
Autumn Clearing
2HR/Des Moines



Energy Lives Here
3HR/Montrose



Buck Antler Blossoms
2HR/Spokane



Riverbank Rendezvous
3HR/Riverwalk



Elephantopia
3HR/Sanderlin



Chevron Cross
2HR/Bricktown



Autumn's Grace
3HR/Riverwalk



Sapphire Bloom
2HR from Louisville



Autumn Reflections
3HR/Lakewood

ARTIST FOCUS

INSPIRATION VS. INFRINGEMENT

by Natalie Wells

For many artists, a new year brings new inspiration. Excitement builds over last year's accomplishments, fresh colors and patterns are blooming all around us, and a whole new wave of painting ideas begins to flow. At this critical time, I'd like to shed some light on an intriguing and also serious topic—copyright infringement. *Fun stuff, I know.* Whether intentionally or not, many artists find themselves relying a little too heavily on inspiration and skirting the thin line of copyright infringement. If you ever catch yourself painting things that are a little too close for comfort, take a minute to step back. Look at the inspiring imagery you're using, and make a list of at least 3 ways you can turn it into something you can legitimately call an original.

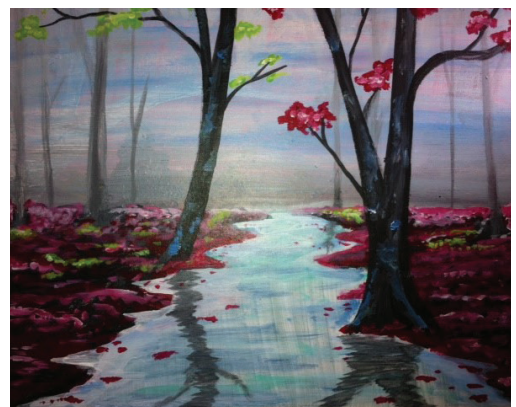
So, how close is too close? We use the 70% rule (that is, your painting must look at least 70% different than your inspiration.) However, if you have any doubt or question in your mind about it, it's better to err on the side of caution and change it just a bit more. It's always a good idea to ask for feedback from your colleagues and managers as well. Just to clear things up a bit, here are some examples of images that are safe to go into the library, as well as one that's too risky. Good luck to all of you in 2015 and Happy Painting!



Infringement

To avoid infringement:

- change colors
- switch orientation
- change composition
- add or subtract trees



TEAM PINOT

headquarters additions

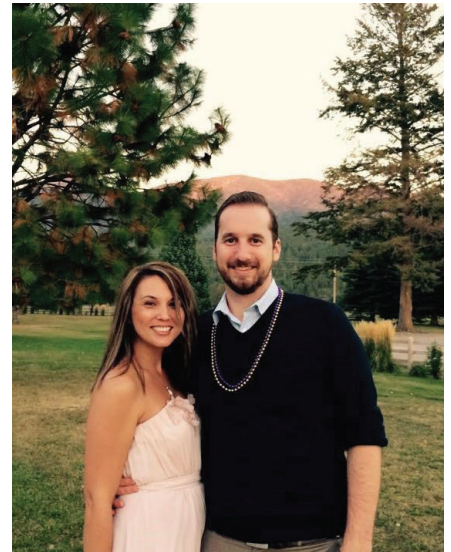


BONNIE BROOKS PROCUREMENT COORDINATOR/PASS

Bonnie joined Team Pinot in 2015 bringing experience in Procurement & Supply Chain. Her background consists of 14 years' experience at the Texas based retail/grocery super store, H.E.B. Grocery Co. with 8 years of that time in their Supply Chain and Produce Procurement team at the Houston based distribution warehouse. In the role of Procurement Coordinator she will be responsible for fulfilling supply orders for new studio build outs as well as orders submitted for existing studio locations. In her free time she loves cooking, reading books, all aspects of the paranormal and music in all forms. Bonnie lives with her partner, Bobby in the Katy area and has two beloved Huskies named Lyric and Melody.

LORI LOCKERD OFFICE MANAGER

Lori's Back! Lori Lockerd joined Pinot's Palette in 2012 as the Franchise Development Manager and has since progressed into the company's Office Manager position. Following graduation from college, Lori found work with Village Voice Media (known in Denver as The Westword Newspaper). She started her career as an Account Manager for the sales staff, moved into the position of Marketing Coordinator, and found her way to Houston via a promotion to be Marketing Director for the Houston Press. After 8 years with Village Voice Media, Lori took leave to start her own social media business. She worked as a small business owner for two years before taking the opportunity to work with Team Pinot. As Office Manager, Lori helps drive the day-to-day operations at headquarters. She also wears the hat of Event Planner and is an integral part of the Annual Retreat. In her spare time Lori spends time with her husband, Patrick, son, Owen and daughter, Wren.



new partners **TEAM**PINOT



HOBOKEN, NJ - Jennifer DiPietro

DULLES, WA - Robyn & Duane McClure

LIVERMORE, CA - Leslie Warren

PRINCETON, NJ - Kathleen Walters & Michael Siman

FRISCO, TX - Junwei Sun

ORLANDO, FL - Scott & Susan Wisely

BRIARCLIFF, MO - Elizabeth & Logun Nelson

FRANCHISE COUNCIL



DOROTHY FERLANTI **PRESIDENT**

ELLIS STREET & RED BANK

"I'm looking forward to working with a great group of Franchise Council members to continue the work the previous councils have done and support all the franchise partners."

PRO TIP: "Take full advantage of all the resources available to you. Headquarters' staff is amazing and getting feedback and advice from the other franchise partners is invaluable. Get on Team Pinot on Facebook, make friends, and learn from all our successes (and mistakes)!"



MOLLIE NOE

ST. MATTHEWS

"We had an amazing group last year. They really gave of themselves, and wanted to make the company better. For me, second term has allowed me to have that voice and continue to speak on behalf of other owners. I am a studio manager; I run the business. I know what's going on, and what the technology needs are, and where we need to increase merchandise. I am looking forward to another year of talking to other Partner Pals and hear what's happening with other owners in the system"



COLLEEN CARLEE

MONTCLAIR

"I'm excited to be on the Franchise Council! It's an exciting time for Pinot's Palette as we are growing at such an amazing rate and into new states and markets. As we grow, it's important for us to always be looking for ways to make our brand strong and innovative and to keep our individual franchises consistent."

PRO TIP: "For new studios, work hard but also be patient. Once you open your doors, it may take a while until you are selling out classes and filling your calendar with private parties. If you provide excellent customer service, and offer a fun and entertaining experience for your customers, the word will get out!"



CHAD SMITH

STAMFORD

"I'm looking forward to migrating from putting systems in place to help fellow studio owners OPEN their business to helping fellow studio owners GROW their business. We have a tremendous opportunity to learn from the community of owners and the Council has every chance and indeed an obligation to leverage this strength to help everyone increase sales and improve performance."

PRO TIP: "Attend the classes. Be present. Learn and do all of the jobs. Customers love supporting local business and engaging with the owner. They want to help you succeed, and if you're present, they will."



STEPHANIE BURGARD

LAKEWOOD

"My main goal is to start an education process where we can learn more about specific topics that will help us to make our businesses grow. Some of the topics would be Facebook marketing, cost control, Google Analytics understanding, Instagram marketing, and back to Boot Camp review for the veterans."

PRO TIP: "Remember that most businesses take 5 years to start making money. Don't worry if it doesn't happen overnight or if others seem to be doing better. Focus on making goals that are appropriate for you."



PAMELA BARTLETT

NAPERVILLE

"I'm looking forward to identifying ways to help studio owners grow their revenue, improve customer service and HAVE FUN while doing it all."

PRO TIP: "Answer your phone."



KAREN DOGGETT

MIAMISBURG & FAIRBORN



Oil TO Acrylic

By Jacqueline Deavenport

LISA RILEY TELLS THE STORY OF HER JOURNEY FROM OIL REFINERY TO THREE THRIVING PINOT'S PALETTE STUDIOS.

The first time Lisa Riley visited Pinot's Palette, it was as a customer. At the time, she was working in a management position for a large Houston oil refinery.

A client took a group from her company to the paint and sip studio as a thank-you gift. Riley told her friends about her experience, and for about two years after that first class, Pinot's Palette was their favorite place to go for the occasional "girls' night." It was during one of these outings that she first began thinking about opening her own franchise.

"I'd just had a baby and I had zero help in Houston. I wanted to be back in Tulsa with family," says Riley, an Oklahoma native. "My girlfriends and I were at Pinot's Palette one night, and my friend heard they

were franchising and knew I loved the place, so she suggested I buy one."

Riley came home and told her husband about her plan. "He thought I was cuckoo," she says. "He said, 'you work at a refinery – what are you thinking?' But then we started doing some research. Seven months later, we bought the franchise. Nine months later, we opened our studio in Tulsa."

Riley bought her franchise in July 2011, and she moved up to Tulsa with her new baby to begin the build out of her new studio. Her husband, who worked for a gas company in Houston, stayed behind in Texas for a few months until he found a job in Oklahoma.

“You have to be a motivator, and you have to believe in yourself when others question what you’re doing. Most importantly, set goals for yourself that are attainable, and as soon as you accomplish your goal, set another.”

Riley says the Pinot’s Palette team provided just the right balance of guidance and freedom as she prepared for her grand opening. “They will guide you in the right direction – but you have to learn how to do it. It’s your business to run,” she says. “But they’re always there as a compass to make sure you’re heading in the right direction. They’re always available for calls. I very much appreciated that. They are way more thorough than other franchises I researched.”

That guidance was especially helpful as Riley went through the process of obtaining a liquor license. The Tulsa studio was the first Pinot’s Palette franchise outside of Texas. And, because Oklahoma’s liquor laws don’t permit BYOB, Riley’s studio also became the first Pinot’s Palette studio to have its own bar.

Having it All

Riley’s studio has proven to be a huge success: She says her classes are sold out nearly every night.

Because her studio has its own bar, she’s able to offer fun events like \$5 mimosas for Mother’s Day.

Over the years, Riley has opted to open her second and third franchise in Tulsa – it was an easy decision, she says. Her second studio, located in a suburb of Tulsa, opened in April 2013 and her third in Broken Arrow, opened August 2014. Lisa Riley’s third Pinot’s Palette location was a dream come true.

Riley says the decision to open a second location was easy: Classes at her original Tulsa, Oklahoma studio were filling up every night, and she was inundated with calls about private parties and corporate events. A second location – conveniently located about 20 minutes away from the first one – made perfect sense. What made Riley think to open a third location? Customer demand, plain and simple.

A few months after she opened her second studio, Riley found that classes in both locations were selling

out regularly. Inquiries for special events didn't show any signs of slowing down. Riley still had her doubts, but she began to wonder if perhaps Tulsa could sustain a third Pinot's Palette. She started doing some research and running some numbers. She talked to her customers. She looked at sales at both of her locations. And then, she made a decision.

"Once I started doing more research, I decided that three would be the magic number," says Riley. Riley says Ceccanti and Willis subjected her to a bit of good-natured teasing when she approached them about opening a third location. "They laughed," she recalls. "They said, 'We thought you said there was no way you could do three studios in Tulsa.' But they also know that I do my research and make very calculated decisions. They knew I'd done my homework, so they welcomed the idea with open arms."

Riley has a lot on her plate these days with three studios in operation and the self-described overachiever

spends a lot of time in her studios, ensuring that things are running smoothly. Her husband, who works full-time in the oil and gas industry steps in to bartend every now and then. Her father, an experienced carpenter, has helped her design and implement specialized equipment, such as custom paintbrush holders. Her four-year-old son loves coming up to the studio to paint and color.

Pinot's Palette has provided Riley with a way to "have it all": She achieved her dream of moving back to Tulsa. She gets to spend time with her family and run three successful businesses at the same time. And best of all, she's having a blast.

"My favorite thing is seeing people smiling and having fun," she says. "I love that people are having a great time doing something they didn't think they could do – that's probably the best part of my job. I tell people all the time that I sell fun. People love Pinot's Palette."



MARKETING MADNESS



APRIL



National Humor Month



1 April Fool's

This is a great day for fun with social media! Have customers share their funny stories in exchange for a contest or raffle entry.

Children's Book Day

2

Offer discounts or bounce back promotions in exchange for childrens' book donations.



5 Easter

Host a Family Day, egg dying party or Easter Egg Hunt at your studio. Paintings: *Easter Blooms, Eggs for Bunny, Hoppin' Easter, Personalized Family Bunny, Floppy*



Draw A Picture Of A Bird

Host a contest for the best bird drawing tagged on social media, and the winner gets a free seat to the bird themed class. Paintings: *Twitter Time, Birds Date Night, Birds of a Feather, The Early Bird.*

Pet Owners Independence Day

17



Paintings: *Project Pet, Psychedelic Project Pet.*
Post: "Pet Owners Unite! Celebrate Pet Owners Independence Day with us for Project Pet!"

18



Newspaper Columnist Day

Host a Media Night with Heavy Hitter paintings that are sure to sell out.



Administrative Professionals Day

Lover's Day

23



We all know that information is power. When we started Pinot's Palette franchise, Charles, Beth and I knew that collecting as much information as we could about our business was critical to understanding which strategic decisions to make in a new, quickly growing industry. From that need to know more, the Pinot Technology Suite was born.

It was a great system that saved time and reporting simple. However, as our franchise system grew, PTS needed an overhaul in order to process information more quickly and in increasingly beneficial ways. We are proud to announce that Reports 2.0 is here, and it will help us as a system, and you, as a local business owner.

In a rapidly growing industry like ours, it is more imperative than ever for the system to absorb and understand what is happening at each location, also to benchmark across the system. The four month overhaul of our reporting engine is finally paying off. We now have a better understanding of the data that PTS holds, but more importantly a better understanding of how our locations are operating, marketing, and servicing our customers.

As I reviewed our 2014 Annual Internal Survey, it is clear this #WolfPack is hungry for more. Everyone wants to raise their sales. Our sales averages are climbing as the brand and customer awareness grows. However, the numbers show the real opportunity lies in maximizing our sales per square foot of retail space.

Every time I go to one of our classes, I have a few glasses of wine and crave extras. My wallet is wide open and there is not much to buy. If you remember

the Semi-Annual sales report that came out in The Canvas this past Summer, the average merchandise sale per customer was less than \$1. The potential for increased merchandise sales is low hanging fruit for our concept.

The data has shown where we are weak, but can become strong. The merchandise committee and Merchandise 2.0 program will begin to roll out over the next six months. #WolfPackChallenge2015 is to move the needle on merchandise sales per customer over the next 12 months.

SO WHERE DO WE BEGIN?

Reports 2.0 will allow you to see your business from many different angles, giving you new insight into your business. This intelligence can help you strategize on how to lower acquisition cost and raise the lifetime value of each customer. Reports 2.0 slices and dices the data in meaningful ways to assist you with day-to-day studio activities, and also help you maximize sales and profit.

Keep asking questions. Let's work together to continue to build our brand and dominate our marketplace. Just remember, sales and numbers are not the goal; they are the by-product of running a successful business.

SALES STATS



STUDIO AVERAGE

\$10,000,000
2014 GOAL

\$13,473,700
ACTUAL 2014

\$20,000,000
2015 GOAL

TOTAL SYSTEM

FULL YEAR SALES BY TYPE 2013 >>> 2014

1 ROOM BYOB

\$237,609 >>> \$237,403

2 ROOM BYOB

\$204,777 >>> \$240,214

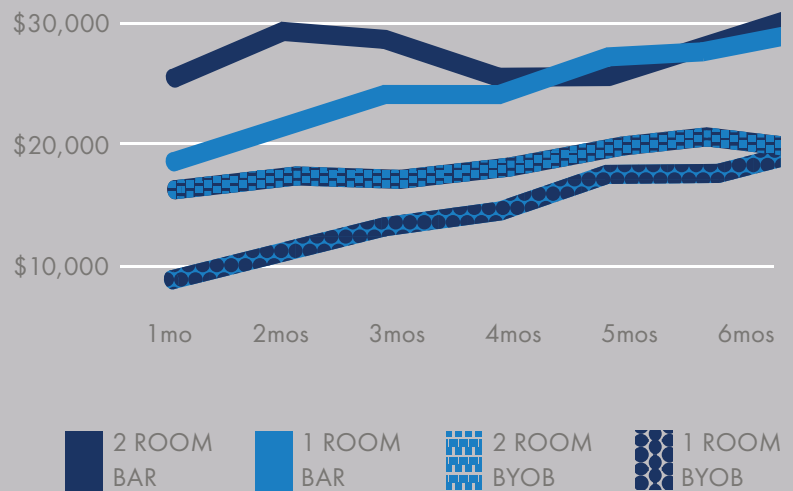
1 ROOM BAR

\$482,991 >>> \$356,234

2 ROOM BAR

\$244,596 >>> \$401,102

AVERAGE STUDIO SALES OVER FIRST 6 MONTHS OF BUSINESS



QUALITY & QUANTITY

EVERY EMAIL COUNTS

ON AVERAGE,
1 EMAIL ADDRESS
COLLECTED =
\$158
IN SALES



TOP TEN STUDIOS

WITH HIGHEST PERFORMING PAINTINGS

1. Cherry Street	47	(\$25,035)
2. Bricktown	49	(\$22,236)
3. Sugar Land	11	(\$17,848)
4. Riverwalk	29	(\$17,062)
5. Galleria	219	(\$16,419)
6. St. Matthews	58	(\$14,527)
7. St. Petersburg	13	(\$10,361)
8. Sanderlin	23	(\$10,170)
9. Lakewood	38	(\$9,971)
10. Montrose	180	(\$5,369)

number of
original paintings

average \$ per painting
(in class sales)



PRODUCT SALES: AVERAGE CUSTOMER SPEND

VINO VISION



THE SYSTEM-WIDE
#1 SELLING WINE

TOP FIVE WINE VARIETALS

- 1 Pinot Noir
- 2 Pinot Grigio
- 3 Chardonnay
- 4 Malbec
- 5 Merlot

TOP TEN WINE BRANDS



AVERAGE WINE PRICES

\$6.79

PER GLASS

\$23.22

PER BOTTLE



WATCH YOUR **VAN GOGH** AND YOUR BUSINESS GROW

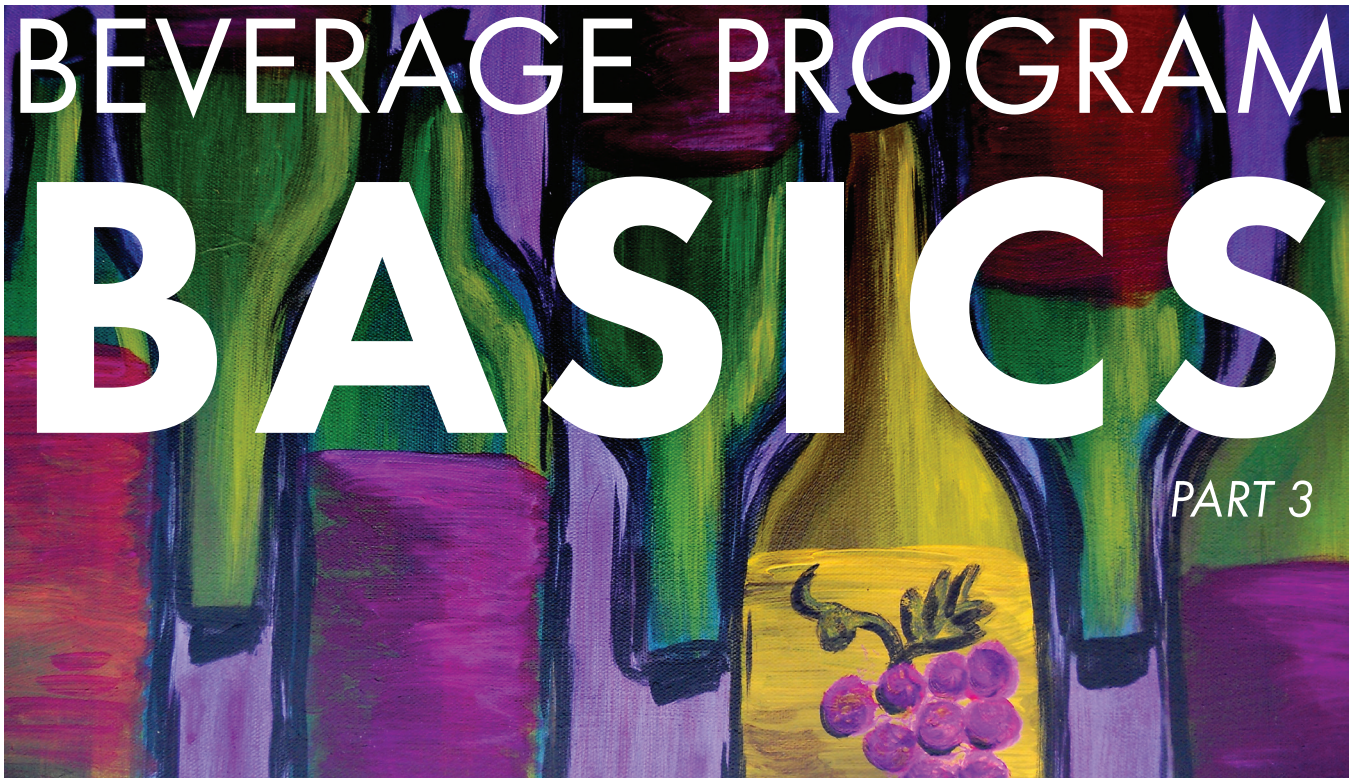
By Missy Erickson

While driving every day we pass billboard after billboard. It is a fantastic way of advertising. On the way home from the studio you see a vibrant red backplash with a glass coke bottle dripping down condensation from that heat of the day. As soon as you arrive home, you get that craving to open a coke. Running a mobile unit has the same effect when your van is covered in the Pinot's Palette logo. Not only does that work as a billboard for a national brand, but that billboard has the ability to move around town to reach new audiences that haven't passed your studio just yet. One glance and just like that coke bottle, it triggers the need to go to the website or stop by the studio.

How many times have you been sitting at home, hungry, and too tired to cook? The first thing you do is rummage through the delivery menus you have in the kitchen drawer. Why? Because you want dinner

to come to you. You aren't the only one. Businesses are more likely to utilize Pinot's Palette for their event when you offer to come to their location. Your business is able to grow to new levels and reach new areas. Apartment complexes can host events. Hotels can turn their ballrooms into art rooms. The possibilities are endless.

The investment is small on the front end. Think about the revenue those large professional groups could bring you. All you will need is a van with your Pinot's Palette Logo wrapped around it, some extra painting supplies, and a little extra advertising. Just the same as when you began your studio, the support will be there through every step as you shop for vehicles and begin those marketing campaigns. It's time to grow your brand. Give the development team a call and start driving your way to success today.



By Myka Aultman

Don't Let Spoiled Wine Spoil Your Guests' Night

WHAT IS CORKED OR SPOILED WINE?

Corked wine is a term referring to a component called TCA that can be produced during many stages in the wine process including when the corks themselves are being made. Smell the wine – corked wines can be very obvious to subtle. Don't swirl or shake the wine, place your wine directly under your nose. A strong corked wine will smell of wet cardboard, damp basement or earth, smelly socks. A subtle corked wine may have a minor musty or moldy odor. If you truly can't tell taste the wine, it will taste bitter and like the characteristics mentioned. Toss the wine, rinse your mouth out and open a fresh bottle to wash it down.

WHAT DO YOU DO IF THE WINE IS CORKED OR SPOILED?

Accept the returned glass or bottle, apologize and thank the guest for the alert, then offer a different wine selection. Trash the remainder of the bottle if it is indeed spoiled or corked.

Customers who order wine, whether or not they are educated wine aficionados, usually appreciate professional wine service from their bartender or server. Any studio environment can benefit from improved wine service. It makes a statement, demonstrating to the guest that the servers know what they are doing, are knowledgeable about what they are serving, and know how to care for the customer in the appropriate manner. Guests will recognize and appreciate when they receive wine service with sophistication and grace, and that makes all the difference.

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So You Have Sales Experience?

By Kristin Humphrey

The holiday decorations have been put away and everyone is trying to catch their breath from the whirlwind of what comes with the season. It's time to harness those selling skills and what better skill to focus on than booking a private party. Before you can do that though you need to evaluate your success and pit falls from the fourth quarter and the year as a whole. Here are some things to consider:

*How many private parties did your studio host?
How many calls came in inquiring about private parties?
How many follow-up calls were made on initial inquiries?
What was your private party inquiry to closed sale ratio?
How many potential dollars did your studio lose by not following up with private party leads?*

When someone calls your studio to inquire about a party, they are basically saying "I have money to spend and I want to spend it at your business". That should be the easiest sale you make because they are calling you and not the other way around. When you are in the process of hiring or training a

new manager to run your studio, it is imperative that they have had some sort of event planning or sales experience. Your manager should feel empowered to cheerfully answer the phone, ask leading questions, close the sale, and leave the customer feeling excited about their party. Extraordinary customer service is the third pillar of our mission statement and should be palpable from your manager (and yourself) during every private party inquiry call that comes in. Have you secret shopped your own studio? If this is not something you are doing on a regular basis to ensure consistency, this needs to become part of your routine. How about that studio voicemail? Does the message portray a place that provides a fun and entertaining atmosphere or does it sound like you are calling your accountant? All of the questions listed are very easy to master and implement with your studio manager. Having a studio manager that is a private party selling machine can mean the difference between a few thousand dollars and a few hundred thousand dollars in sales.

BEST PRACTICES



By Eric Wright

Q: *When I try to upload a new painting image, it doesn't update to the new image. What do I do?*

A: Web browsers sometimes "cache" images so they do not have to download them again. Since this image file has the same name, even though it will have updated for others, you may at first still see the same image because your browser has a copy of the old image and is not downloading it again. To fix this, first just refresh your browser (keyboard shortcut F5 for windows). If this doesn't work, go into your browser settings and clear your browsing data (cached images specifically), then refresh again.

Q: *How can I see who's testing my paintings in the testing library?*

A: Go to the Paintings tab and locate the painting you are testing. Click "Edit", to go to the painting's details page. Here, there is a section "Assigned Classes". Expand the drop down and you can see all class dates and locations that have scheduled this painting.

Q: *How do I see my artists' payroll? Do they see it as well?*

A: 1. Under Reports > Payroll Report > Manager Report, you will have access to view all of your staff members' payroll, including artists, bartenders or anyone else you have entered payroll for.

2. For each location you manage, under the location's edit page, there is a checkbox called "Allow Staff to view Payroll". If you leave this unchecked, your non-management staff will not be able to view their payroll. If you check this option, then staff members will see a "Payroll" tab where they can view their payroll.

NOTE: though this report is similar in structure to the Manager Report mentioned in (1), does not have all the same info. If you want to see what your staff members see when they view their payroll, go to Reports > Payroll Report > Staff Member Report.

Q: How do I create an order for a class that's already happened?

A: When creating an order in Pinot Admin, and adding a reservation, the drop down menu only has future classes in it. However, if you scroll to the bottom, there is an option to choose more classes where you can enter a custom date range.

Q: When managing an order, I somehow added more seats to the class without meaning to, what happened and how do I fix this?

A: When moving reservations, apply discounts after purchases, or other complex scenarios, part of the steps is to refund the original reservation to use towards a purchase. The new purchase will have active seats for the class, so you will want to mark the original seats as refunded. If you forget to check the boxes on the left of the reservations, the system will not mark them as refunded resulting in this problem. To fix this, go to the original purchase, and click the "Advanced" link on the top right of the reservations. This will expose a column where you can "mark status" on each seat to mark it as inactive status and remove it from your reservation list.

Q: I refunded some seats, but they are still on the seating chart. How do I fix this?

A: For flexibility, the system will allow you to refund reservation money and leave all seats as active. To tell the system you want to mark the seats refunded,

so they are removed from the seating chart, check the boxes to the left of the reservations when doing the refund. If you forget, there is a "Advanced" link at the top right of the reservations that will expose a column where you can mark status on each seat. Here you can mark the applicable seats as refunded.

Q: This order has gotten very complicated and the customer is waiting for a credit card refund and I have no idea what to do! Help!

A: Any time you have a customer waiting on your for a refund, and you have no idea what the correct steps are to take in the system to process it, there is a dirty little trick you can use to serve the customer immediately, and you can take your time to learn the steps and fix the order on your time.

Here are the steps:

1. Give a manual refund: Locate the customer's original purchase, scroll to the bottom of the order, expand "actions and details" and manually refund the correct amount to the customer. NOTE: because this was a manual process, the system does not know you did a refund so you MUST complete step (2) as soon as you have time.

2. Learn steps and process a cash refund: Now that the customer is taken care of, you can learn the correct way to process this refund and do so. Make sure when it comes time to do the refund, since you already refunded the customer's card, you need to change the refund payment method to cash, that way you don't risk double refunding them.

STAFF SPOTLIGHT



In Her New *Zelda & Lucy* Collection, Artist **Karen Roberts** Takes Her Fine Art to a New Medium: Vintage Fashion.

By Jacqueline Deavenport

Karen Roberts always knew she wanted to be an artist. As a child her father told her there was no way she could make a living as an artist. However, despite working in the corporate world for more than 25 years, Karen still found time on the side to tap into her creative powers. Even when she was working 70 or 80 hours a week, traveling from place to place, she still found time to paint. "I was always painting on the side. I liked learning new techniques and I would paint for mostly friends and family."

That was until Karen found her dream job in 2009 when the first Pinot and Picasso location opened up in the Montrose area of Houston. A close friend of Karen's noticed that a small paint and sip studio called Pinot and Picasso opened up in her neighborhood and was looking for artists. Knowing that Karen moonlighted as an artist, she suggested the opportunity to her.

"The whole concept was just amazing to me. I went to the studio and met with Beth while a class was going. I wanted to help them get the concept off the ground." Within no time, Karen was instructing classes at Pinot and Picasso and was a lead artist at the studio, taking on the role of training artists. Over the years, Karen has seen the business take off. She was with the Houston team as the company changed their name to Pinot's Palette and added two new locations, in addition to seeing the company transition into a franchise concept.

In June 2014, Karen took on the role of Artist Trainer and now flies across the country to new studio openings to assist owners and new staff members in getting their studio up and running. Karen said it has been a rewarding experience for her.

"I want to help make the business owners and the

franchise successful,” said Karen. “When I look for artists, I look for a trifecta of qualities: the person fits within the Pinot’s Palette culture, is a good artist and also has an entertaining personality.” With six years of experience as a paint and sip artist, Karen has the recruiting process down to a “T”. This helps business owners feel confident in their new staff and also helps maintain the high customer service values held by Pinot’s Palette. According to Karen, it’s not the most artistic or creative artists that make the cut.

“They must have great personalities! People who have a theater or public speaking background or have great customer service skills, are the most successful artists,” said Karen. “They not only have to be able to do the art, but more importantly, they must be entertainers.”

In addition to training artists, Karen still works as an artist at all three of the local Houston-area studios. Whether she is facilitating a party atmosphere or lending a hand to budding artists, Karen wants to convince the customers that it is fun to be different in the studio.

“I like to tell folks that they’re not there to make an exact copy. You’re there to put your own unique spin on the painting,” said Karen.



When she is not at the studio instructing, or out at a new studio grand opening, Karen devotes time to artwork of her own. Recently, Karen has found a love working with different mediums and trying out 3D pieces. Her latest work features vintage clothing from the 1920s and 50s. She has an Etsy shop featuring her hats and clothing and is collaborating with a nonprofit fashion website dedicated to helping grassroots organizations in the Houston community, www.MagpiesandPeacocks.com. This is all just in time to coordinate with the official launch and branding of Karen’s fashion line, Zelda & LUCY.

Karen also does commission work for individuals and local businesses, including Trompe-l’œil and canvas paintings. Two of her pieces can be found at Irma’s Mexican Restaurant and Del Pueblo in Houston.

Karen’s Advice for Studio Owners:

“When artists are doing something right, let them know. Sometimes you find good people who want to take initiative and have lots of ideas and it’s best to help them understand the Pinot’s Palette culture and standards instead of reinventing the wheel. Steer their enthusiasm and energy in the right direction and give them opportunities to be a leader.”



FUN & GAMES

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CLUES

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| BIRCH | COLLABORATIVE | GLASSES | PAINTBRUSH | TULSA |
| BIXBY | DRINK | JENKS | QUIKTRIP | WINE |
| BLACKLIGHT | DUNBAR | MONET | REMBRANDT | WOODWARD |
| BROKENARROW | EASEL | MOSCATO | RILEY | |
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2014 RETREAT MEMORIES



The background of the entire image is a dark blue forest scene. In the lower-left corner, a silhouette of a wolf stands on a rocky outcrop, looking towards the right. The rest of the image is filled with the silhouettes of various trees, including tall, thin evergreens and shorter, bushier trees. A large, semi-transparent white rectangle is centered in the upper half of the image, containing the main text.

**THROW
ME TO THE
WOLVES,
AND I'LL
RETURN
LEADING THE
PACK.**

#BeTheWolf #BeThePack #Wolfpack #WolfpackChallenge2015