



inside!



20+ sales tips you'll dig

Inside info:
Director
tells all

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Kitchen
Essentials

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pop quiz

Add magic to
your business p. 10

5

fresh tips for Spring Growth

March is the early planting season for your business. Plant excitement for new products and your sales will sprout!



1 Double Burner Grill

Your newest booking tool! Starting in March, demo your Grill Pan and Press and say, "My Grill Pan is my outdoor grill for my indoor stove, and for the **extended** family you'll want **DOUBLE**. Turn to page 8 in your catalog to see my newest quick meal or cook-for-a-crowd solution." The Double Burner Grill cooks the protein and sides all at once. Talk about efficiency! It makes the entire meal!

2 NO GREEN THUMB? NO PROBLEM!

TPC gardening tools include the same unique high-quality features as many of our other best-selling products. See Consultant's Corner for detailed selling tips.

*Gardening is popular in Canada, with approximately half of the population participating in some form or another.**

Invite those enthusiasts to share their best tips and ideas at the Party.

*Source: cityfarmer.org



Scoop Loop™

Amazing hand-held tool for quickly removing seeds from produce, including cucumber. Try it for the de-seeding step in the *Cucumber-Lime* demo.



Bamboo Tablet Stand

Set up your own mobile device for display with this product at every Show. Demo a healthy recipe right from pamperedchef.ca. The stand holds cookbooks and recipe cards, too!



Pampered Chef® On-the-Go Insulated Collapsible Cooler

Ask your host to invite 40 people and collect five outside orders. When they do, you'll provide the food for the demo. Bring this product packed with all the ingredients you'll need.

Keep Spring Simple

When Doris Christopher asked me 18 years ago to open Pampered Chef® Canada, the magic began. Now, with all that is new this season, grasp these basics for a blooming business.

NEW PRODUCTS

The Double Burner Grill and Gardening Tools provide two more reasons to boost sales! Simply stunning!

NEW HOST REWARDS PLAN

Talk about keeping it simple: The new Host Rewards Plan, effective March 1, is sure to enhance your business. Guest Specials anyone? They're now for EVERYONE!

LET THE MAGIC BEGIN!

Disneyland® is within your reach. And you can bring three others to celebrate. Simply follow the tracking chart to achieve a trip for four to Disneyland®, California!



ANOTHER YEAR STRONGER

Entering our 18th year, we celebrate you – the top Consultants in the world!

YOU'RE SIMPLY THE BEST!

Janice
Vice President and General Manager
Canada & Mexico



Find the secret to **YOUR SUCCESS** in Toronto this August.



Focused **training**, motivational **speakers**, incredible **networking** and **fun** help you discover a **fantastic future** for **YOUR** business.

Put these dates in your planner:



August 7 National Leader Day



August 8 - 9 National Conference

Need more motivation to attend? Watch the National Conference 2013 highlights slideshow: Consultant's Corner > Consultant & Leadership Training > Meetings & Events > National Conference 2014.

MARCH HOSTS
save
60%
 on 1 item

just ask an expert

Promoting Guest Specials and using Facebook® posts

dear expert:

I'm not feeling confident about how to get guests to take advantage of the Monthly Guest Special. Can you give me some help with what to say or do to "sell" the offer so my guests get the great free gift?

regards, looking for a boost



dear looking for a boost:

It all starts with the host rewards. When explaining to my guests what my average host will receive, I let them know that there is also something in it for them, too! I love being able to give them something completely free. And I always refer to it as "when" their order reaches the amount, not "if," to make it seem like this is simply a given. If possible, I like to also bring the Guest Specials with me for them to see. I also love pointing out to them the value of the free gift they will be receiving. Lastly, at full service checkout, I personally ask every guest and call every outside order that hasn't reached that amount, if they had considered their free gift and ask them if there is anything else they had their eye on in the catalog.

best regards,

Teresa Jackson
 Advanced Director, AB

dear expert:

How do you turn Facebook® posts into bookings?

thanks, seeking tech tips



dear seeking tech tips:

I like to use my Facebook business page as a way to tempt my customers into booking Shows. I post Show Talk recipes WITH pictures, the Host Specials, and other tips and discoveries I've made. I finish my posts by saying something like "Book your Cooking Show with me to learn more" or "Let's do this at YOUR Cooking Show!" Also, just like you would keep your ears open at your Cooking Shows for "green flags," turning Facebook posts into bookings is the same. When someone posts something that I think I could offer a solution for via a Cooking Show, then I comment on their post by saying something like "I think I have the perfect solution for you!" I then message them to tell them more and offer them a Cooking Show.

best of luck,

Stefanie Siska
 Director, ON

SEE FLYER FOR ALL CHOICES



TRIFLE BOWL
 \$47.50 **\$19**

WHEN GUEST SALES ARE \$750+
 ADD THESE TO THEIR OPTIONS



COVERED ROASTER
 \$115
\$46



FORGED CARVING SET
 \$150
\$60

REVERSIBLE BAMBOO CARVING BOARD
 \$99 **\$36**



Listen to
"Let's Talk Bookings!"
 on Consultant's Corner.

Tip of the Month Get the word out on new Host Rewards:

- The new program, which begins March 1, is more simplified than ever.
- ALL orders are eligible for the Guest Special.
- The Booking and Recruiting Slide has been updated and is available for purchase in English only.
- If you set up a Show for March and beyond in PamperedPartner® before March 1, you will need to open the Show AFTER the March updates have been downloaded so the Show can be recalculated to balance before you submit.
- See p. 7 for more FAQs on the New Host Rewards Program.

#TV42 \$15.00

SHOW TALK

Garden Party!

Refresh your nest with adorable and fun ways to use Pampered Chef® products. These tips will brighten Easter gatherings, spring brunches, housewarmings and more.



Elegant Vegetables

Line the **Trifle Bowl** with fresh, colorful vegetables for a spring party or wedding shower display. Play around purple and green leaf lettuce, curly kale, asparagus and carrots. Add bright spring flowers and you're done! Remember if you opt to use fresh produce, it should only be on display for one special day. TIP: We used a short, cylindrical glass container inside the Trifle Bowl to secure the veggies and hold the flowers in water.



Bunny Food Pizza

Follow the easy instructions for the **Cool Veggie Pizza** crust and flavored cream cheese spread on Consultant's Corner. Top it with carrots grated with the **Microplane® Adjustable Coarse Grater**. Break up 2 cups/500 mL of broccoli florets into very small pieces. Sprinkle carrots, leaving a small border for the broccoli. Each slice looks like a carrot.



Potted Garden Cakes

Prepare yellow box cake mix (15.25 – 18.05 oz/460 g) and use the **Large Scoop** to fill 12 ice cream cones with cake mix. Place cones, open end up, in **Muffin Pan**; bake 20 – 22 minutes in a 350°F/180°C oven. Finely process chocolate sandwich cookies in the **Manual Food Processor**. Cover cooled cupcakes with chocolate frosting and dip them in the "dirt" cookie crumbs. The mini carrots are made from orange gum drops and green candy ropes. Get the full recipe and learn how to dip the terracotta cones on Consultant's Corner.

Chocolate Peanut Butter Egg Nests

Generously grease the wells of **Deluxe Mini-Muffin Pan** with butter (Mmm, butter . . .). In **Classic Batter Bowl**, melt ½ cup/125 mL semi-sweet chocolate chips and ½ cup/125 mL creamy peanut butter (YUM!), uncovered, on HIGH 1 minute. Stir until thoroughly combined. Add 1 cup/250 mL chow mein noodles, stirring with **Mix 'N Scraper®** until noodles are completely coated. Using a spoon, divide the mixture into the wells of pan. Press tip of spoon into the tops to slightly indent. Refrigerate about 1 hour or until hardened. Carefully remove the nests from the pan. Place 1 – 2 pastel mini egg candies in each nest (Total cuteness!).



GET DELICIOUS INSPIRATION >

Find all these recipes on Consultant's Corner > Products and Recipes > Show Talk. You can also share these tips with your customers by posting in the News section on your Personal Web Site.

YUM!

MY BUSINESS IN CHARTS & GRAPHS

Director Helene Brisson from Ontario offers a sneak peek into her life and business. This single mother of a teenage daughter also balances a full-time job at a shingle manufacturing plant where she wears steel-toed shoes and a hard hat.



Helene and
daughter
Brianna

HELENE SAYS, “I never dreamed that I would become a Director within two years of starting with this great company. But with a little hard work, determination and consistency, I did just that.”

TPC TIME INVENTORY

SHOWS PER MONTH

6 SHOWS

Goal of Personal Shows held per month. (With a minimum of four).

HOURS PER WEEK

5 HOURS

spent per week touching base with her Team, managing Facebook® page and reviewing updates on Consultant’s Corner.

3.5 HOURS

spent per week calling potential hosts and host coaching.



SHOWS

2.5 HOURS

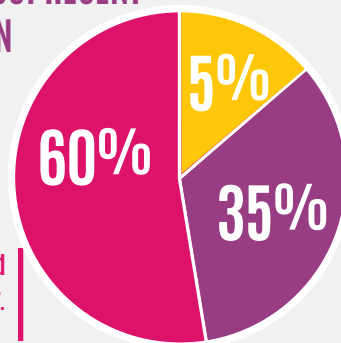
per Show from start to finish. (Not including 30 – 60 minutes of travel time).

HOW HELENE GOT HER START

“During a cooking demo that I attended my recruiter talked about all the money and fantastic trips she was earning with The Pampered Chef® as a single mom herself. And that’s when I knew that this was the business I was looking for.”

WHAT MY MOST RECENT
COMMISSION
CHEQUE
PAID FOR

New second
refrigerator.



Dinner and movie outings (twice) with daughter, Brianna.

Car payment & credit card payment.

OTHER THINGS MADE POSSIBLE SINCE HELENE STARTED HER BUSINESS 2½ YEARS AGO “We’ve installed a pool, done some landscaping, taken a trip to Florida, bought an SUV and renovated our bathroom. I LOVE that Pampered Chef® has one of the best commission structures and I like that I don’t have to carry inventory.”

GETTING THE WORD OUT

“Wherever I go, whether it’s the store, dentist or doctor’s office I talk about my business. Every time I pick up the phone, as soon as someone asks me, ‘What are you doing now?’ my office is open for business.

“Don’t be afraid to ask people to help you get started. The worst that can happen is they say no. Move on to someone else. It’s not personal.”

ANYONE CAN DO IT

“Even in a down economy people have to eat! The Pampered Chef® helps people to do it well on a budget, rather than eating fast food. The business was designed to fit into many lifestyles and you can be successful – if you are willing to put in a little bit of work.”

get all three WHEN YOU **Submit 2 Shows** MARCH 1 – 31!

GET THE EXCLUSIVE GARDEN TOTE

FREE

A must-have to help your April sales grow, bloom and thrive!

Garden tools not included



See the Grown With Love Special for details.

EVERYTHING YOU NEED FOR A SUCCESSFUL SPRING!

SO pinkin' **CUTE!**

Get the 2014 Help Whip Cancer® **Pink Bar Board** and **Pink Mini Mix 'N Chop**

FREE!



May Guest Special: Get them in March to boost sales in May!



Note: To receive the exclusive Garden Tote and Help Whip Cancer® products free, at least TWO Cooking Shows, Catalog Shows, Fundraiser Shows, and/or Pampered Bride® Shows of at least \$200 in guest sales (before tax and shipping) must be submitted March 1 through midnight CT on March 31, 2014. Products will ship as earned. For use and reproduction by Pampered Chef® Consultants only.

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IT'S JUST THAT **SIMPLE!**

MARCH 1

MARKS THE BEGINNING OF THE **NEW HOST REWARDS PROGRAM.**

KEEP THESE ANSWERS IN MIND TO QUESTIONS YOU MIGHT HAVE.

Why is the Free Product Value the same for both Cooking and Catalog Shows?

▶ The values are the same to simplify the Host Rewards Program for you and your hosts.

Does this mean I can no longer hold Catalog Shows?

▶ No. You will still have the option to choose a Cooking Show or Catalog Show when creating a Show. Choosing a Show type helps you determine which type of E-invitations you will send.

When does the Future Party Pick of 50% off any item in the catalog begin?

▶ The new reward begins on March 1. Anyone who has hosted a Show in the last six months (Shows held on or after Sept. 1, 2013) and is eligible for the Booking Benefit will now be eligible for the new Future Party Pick. They can select one item at 50% off from the entire catalog.

The Future Party Pick is a **GREAT BOOKING TOOL!**

PRODUCTS

EVERY KITCHEN

NEEDS

Demo products your customers didn't realize they were missing ...

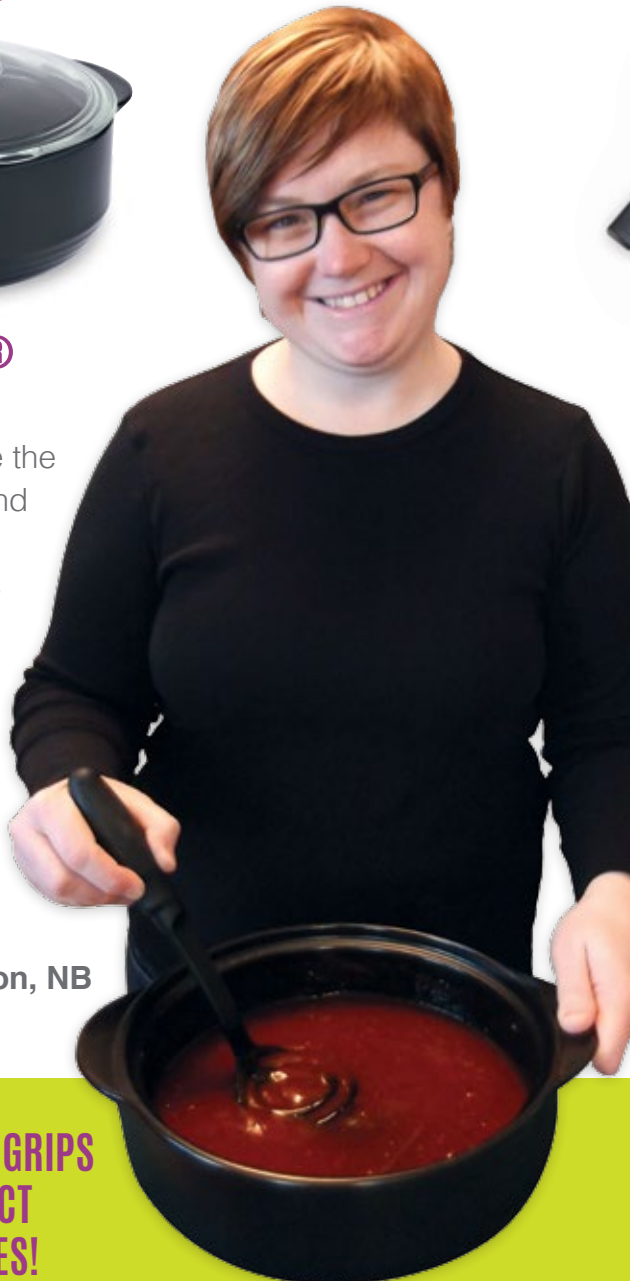
Here are tips and ideas to help you inspire customers to stock their dream kitchens. Do you know someone who is remodeling their kitchen? How about a new homeowner or newbie cook? Make yourself the go-to resource for everyone's kitchen and cooking needs.



ROCKCROK®

"It's simple enough. I make the Smoky Barbecue Sauce and just add frozen meatballs. And when I'm done it goes right into the dishwasher. You don't have to soak it, scrape it or anything. Who doesn't want to cook a quick, easy meal for their family with the least amount of dishes?"

– Director
Deborah Irvine-Anderson, NB



TIP

**MICROWAVE GRIPS
MAKE PERFECT
ADD-ON SALES!**

START STRONG



◀ **Small
Micro-Cooker®**
side dish genie!

Executive 8"/20-cm Sauté Pan▶

"It comes with the \$195 starter kit! Love it!"



**15"/
38-cm
Large
Round Stone
with Handles**



*I get better
with age*

MANUAL FOOD PROCESSOR

"I demo the MFP at every Show and make sure everyone gets to see for themselves how easy it is to use and showcase why it is so valuable. One of the biggest things is the capacity of the vessel. It just does so much at once. And holding it in their hands makes it real for them."

– Advanced Director
Kerri Pringle, ON



SMALL BUT MIGHTY

Vegetable Peeler ▶

Use the tip of peeler to remove buds, eyes and stems from vegetables and fruit.



try me on chocolate!

◀ Pizza Cutter

Cut some puffed pastry dough or cooked pasta with it. Describe it as your rolling knife.



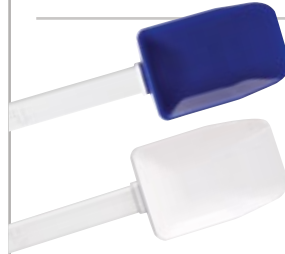
i do more than pizza

Smooth-Edge Can Opener ▶

Have guests try it! Pass around one empty can to show its smooth, safer edge.



now in cobalt



◀ Mini Mix 'N Scraper®

Keep these near you during full-service checkout.

im in cobalt, too!

Bamboo Spoon Sets ▶

Add on with any nonstick cookware order.



we're sustainable!

SAY AT SHOWS:

"I use the Classic Batter Bowl in every recipe because there is always some mixing to do. I introduce the whisk by announcing, 'Let's talk about RUST.' I explain that our whisk is stainless steel and will never rust and that all the wires are permanently sealed into the handle so no rusty water will ever drip in your eggs."

KITCHEN BFF



WHAT DISNEY® CHARACTER CAN HELP YOUR BUSINESS?

Self Quiz

The answers will add magic to what you're already doing well!

Need a little mischief and fun to rev up business? Check the **YELLOW** or **GREEN** boxes that apply best to you and discover which loveable character – Mickey or Goofy – can best help you get to Disneyland®.



Everyone loves *Rush Hour Chicken Fajitas ... hmm ... Oh boy, I'll rename my parties Cinco de Mayo Shows in May.*

OR

New recipes! Well, *gawrsh*, let's give it a try! The old taste buds need a change. No worries if it doesn't work perfect at first.

I don't mind stepping out of the spotlight to watch my team work their magic.

OR

I think of myself more as a follower than leader and that's okay.

I love to dream up new ways to display or talk about a product.

OR

Even if I don't know all about a new product, I'll still share it with customers. We'll try it out together.

I never judge a person. Everyone brings their unique gifts.

OR

I am just my loveable self. People naturally want to be around me.

If a host thinks their house is too small to party, I say, *"I know first-hand that size doesn't matter. Some hosts set up outdoors on a porch or patio."*

OR

When I hear "NO," I stay positive. It just gets me closer to "YES!" I celebrate "no" because it means I got to meet someone new and share what I do.

You can never have enough pals on an adventure. That's why I ask everybody to get on board.

OR

I love recruiting activities! They're fun and help me find the most interested folks.

Mickey Mouse

You're a lot like Mickey, an imaginative leader, full of goodwill and happiness. You're doing everything right, but to get to Disneyland® shake things up and get "goofy" with your business. Try this: Take some risks. Test out a new recipe or Show format and offer to nurture new leaders on your team. You don't have to have all the answers to be a success.

3,000 points for developing a NEW Director

Goofy

You, like Goofy, are not afraid to try new things. That's why you're a Pampered Chef® – not a perfect chef, Hyuk! You're a strong seller, but to get to Disneyland® you need to follow Mickey's leadership style. Try this: Focus your positive attitude on recruiting. Do a full-service checkout – no matter what! Then extend a personal invitation to every guest to join your team.

3,000 points for each qualified recruit

HELP WHIP CANCER®

GOALS WORTH SETTING TODAY

PINK BAR BOARD
#RK20 \$13.00

PINK MINI
MIX 'N
CHOP
#RK21
\$10.25

SUBMIT 2 SHOWS IN MARCH TO EARN PINK PRODUCTS

TIP▶ Use pink items at Shows to talk about Help Whip Cancer®. Guests can join you in the fight against breast cancer by booking Parties in May.

BOOK AT LEAST 2 MAY SHOWS A WEEK

TIP▶ Make a contact list of people who volunteer and donate to charity. Reach out to people who have been touched by this disease or just want to help make a difference.

\$1 from every pink product sold in May is contributed to the Canadian Cancer Society.



DECIDE HOW MUCH YOU'LL RAISE

TIP▶ Set a goal and share it at your Show when you ask them to join you to make a difference this May.

The Pampered Chef® has contributed more than \$440,000 since 2005.



BREAST CANCER ACCOUNTS FOR 26 PERCENT OF ALL NEW CANCER CASES IN CANADIAN WOMEN – Cancer is the leading cause of death in Canada and is responsible for about 30 percent of all deaths. Join us to help finish the fight.

WE HELP WHIP CANCER® IN PARTNERSHIP WITH THE CANADIAN CANCER SOCIETY each May to fund early detection and awareness through pink products and Fundraiser Shows. But it's not about selling products and booking Shows — it's about how those actions save lives.

The Pampered Chef®



Proud supporter of the
Canadian Cancer Society



Canadian Cancer Society
Société canadienne du cancer

Fier d'appuyer la Société
canadienne du cancer

2 SHOWS

APRIL 1 – 30

GET THE CART 'N CARRY
SHOPPER TOTES

FREE!



SET OF
TWO

- Snap into your grocery cart.
- Fill it up (each bag holds up to 40 lbs./ 18 kg), check out and take it to go!
- It's a great conversation-starter!

Note: To receive the Cart 'N Carry (set of 2) free, at least TWO Cooking Shows, Catalog Shows, Fundraiser Shows, and/or Pampered Bride® Shows of at least \$200 in guest sales (before tax and shipping) must be submitted April 1 through midnight CT on April 30, 2014. Consultants will receive either the women's or men's version of the Cart 'N Carry, based on the gender that is on file with The Pampered Chef®. If no gender is on file, award will default to the women's version. The Cart 'N Carry (set of 2) will ship as earned.

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Spring into Action!

FEB. 1 – APRIL 30

Consistency is key to achieving goals.
The SPRING SALES CHALLENGE
helps boost your business.

**What's in
it for you?**

Submit between \$6,000 and \$8,999.99
in commissionable sales Feb. 1 through April 30:
You receive gift cards totaling \$60.

Submit \$9,000+ in commissionable
sales Feb. 1 through April 30:
You receive gift cards totaling \$100.



**There's still
plenty of time!**



The Challenge, is offered to:
Consultants, Senior Consultants and Team Leaders, continues through April 30.

**Directors can
earn too!**

Directors who help three or more of their Team members achieve either level
earn gift cards totaling \$100. Must hold title of Director or above on May 1, 2014.







Note: All commissionable sales submitted by all Consultants Feb. 1 through midnight CT April 30, 2014 count toward this promotion. Gift cards will be mailed to achievers mid-May 2014.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2014 march		Happy 18 th Anniversary!				1 New Selling Season starts! NEW Host Rewards Program effective!
2	3	4 Check your be GREAT! e-bulletin	5	6	7	8
9 Daylight savings time starts	10 Direct Deposit/ Commission cheques mail	11 Check your be GREAT! e-bulletin	12	13	14 Mid-month mail/fax orders due	15 Mid-month PamperedPartner® orders due
16	17 St. Patrick's Day 	18 Check your be GREAT! e-bulletin	19	20	21	22
23	24	25 Mid-month commission direct deposit Check your be GREAT! e-bulletin	26	27  deadline	28	29
30	31 Last business Day mail/fax / PamperedPartner® orders due					

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2014 april		1 Check your be GREAT! e-bulletin	2	3	4	5
6	7	8 Check your be GREAT! e-bulletin	9 Direct Deposit/ Commission cheques mail	New Director Academy April 3 – 5		
			Executive Director Summit April 9 – 11			
				Upper Level Director Summit April 10 – 11		
13	14	15 Mid-month PamperedPartner® orders due	16	17	18 Good Friday Canada Office closed	19
20 	21 Easter Monday	22 Check your be GREAT! e-bulletin	23	24	25 Mid-month commission direct deposit	26
27	28  deadline	29 Check your be GREAT! e-bulletin	30 Last business Day mail/fax / PamperedPartner® orders due			Next edition of Consultant News: May 2014

PROMOTIONS & PROGRAMS

Listen to **"Let's Talk Bookings!"** on Consultant's Corner for ideas to boost bookings and sales!

	MARCH	APRIL	MAY
HOST SPECIALS	<p>March hosts can select ONE at 60% off:</p> <ul style="list-style-type: none"> • Stainless Mixing Bowls (SG69) • Trifle Bowl (SG70) • Bamboo Fiber Mixing Bowl Set – Multicolor (SG71) • Bamboo Fiber Mixing Bowl Set – Natural (SG72) • Stainless Mesh Colanders (SG73) • Classic Batter Bowl & Small Batter Bowl (SG91) <p>With guest sales of \$750+, hosts select one at 60% off and add the following to their choices:</p> <ul style="list-style-type: none"> • Covered Roaster (SG92) • Forged Carving Set (SG93) • Reversible Bamboo Carving Board (SG94) 	<p>April hosts receive 60% off select Cookware and Rockcrok®:</p> <ul style="list-style-type: none"> • When guest sales are \$200 – \$749.99, hosts choose ONE at 60% off from select Open Stock Cookware and Rockcrok®! • When guest sales are \$750 or more, hosts can choose TWO at 60% off and ADD the Cookware Sets to their choices! 	<p>May hosts choose one of six summer items at 60% off:</p> <ul style="list-style-type: none"> • Cool & Serve Square Tray (SH75) • Insulated Collapsible Picnic Basket (SH76) • Ice Bucket & Scoop Set (SH77) • BBQ Roasting Pan & Can Holder (SH78) • Insulated Collapsible Cooler (SH79) • Family-Size Quick-Stir® Pitcher (SH80) 
GUEST SPECIALS	<p>With a \$95 purchase, guests choose one FREE:</p> <ul style="list-style-type: none"> • Color Coated Paring Knife (RJ79) • Color Coated Peeling Knife (RJ80) • Color Coated Tomato Knife (RJ81) • Color Coated Utility Knife (RJ82) 	<p>With a \$90 purchase, guests choose one Cooking Tool FREE:</p> <ul style="list-style-type: none"> • Ladle (RK07) • Pasta Fork (RK08) • Slotted Spoon (RK09) • Slotted Turner (RK10) • Small Slotted Turner (RK11) • Spoon (RK12) <p>GROWN WITH LOVE SPECIAL See p. 7 for details.</p>	<p>Help Whip Cancer® Products</p> <ul style="list-style-type: none"> • Pink Bar Board \$13.00 (RK20) • Pink Mini Mix 'N Chop \$10.25 (RK21) <p>\$1 is contributed to the Canadian Cancer Society® breast cancer education and early detection programs for every Help Whip Cancer® product purchased.</p> <p>PLUS: With an \$80 purchase, guests receive free:</p> <ul style="list-style-type: none"> • Ice Cream Scoop (RK22)
CONSULTANT SALES PROMOTIONS	<p>Submit 2 Shows Receive Help Whip Cancer® products and an EXCLUSIVE Garden Tote FREE!</p> 	<p>Submit 2 Shows Receive the Cart N' Carry Shopper Tote FREE!</p> 	<p>MAKE YOUR SPRING BUSINESS BLOOM! DETAILS COMING SOON.</p> 

OTHER PROGRAMS & PROMOTIONS

Excellence Awards

June 1, 2013 – May 31, 2014 (Developing Leaders ends May 1, 2014)

New Consultant Rewards Program

Earn unlimited Pampered Chef® dollars in your first 90 days

Director Plus (for new Directors)

Earn up to \$500 toward travel to New Director Academy & exclusive briefcase

New Director 1st Anniversary Bonus Earn \$500 or up to \$1,000 on your 12-month anniversary of promoting to Director

Disneyland® Incentive Trip 2014

Earning period Jan. 1 – Dec. 31, 2014

Round-Up from the Heart®

Sept. 1, 2013 – Aug. 31, 2014