



Nelson's Moulding and Frame

April 2011

CHOP TALK

12TH EDUCATIONAL SEMINAR A SUCCESS!

Nelson's Moulding and Frame had a record number of attendees for this years Educational Seminar held on Sunday, April 17th, 31 frame shops total. A great deal of information was packed into this one day event, concluding with a wonderful dinner at the Top of the Park restaurant which overlooks Grand Traverse Bay.

Nelson's was proud to welcome two outstanding guest speakers: Ken Baur, owner of Framing Concepts Gallery, President of KB Consulting and author of the Retailing Column for Picture Framing Magazine and Craig Howington, owner of Howington Associates.

Ken Baur presented two seminars: Websites That Work: E-Marketing as an Effective Marketing Tool and Marketing for a Cause. The first seminar covered the importance of having control over your shops website. The website should always be focused on your customers. He gave many ideas and tools to utilize your website to really connect with your customers.

Part two of this is to establish a good e-mail base in conjunction with the website. A good e-mail system opens the door to sending out a variety of things to your customers with positive returns.

All of this ties into Ken's second seminar, "Marketing for a Cause". Frame shops should seriously consider supporting a cause and connecting to their shop. Good causes for Frame Shops to become involved in are reforestation, conservation, support of the "arts", etc. The customer must easily identify with it and connect this to your shop. This increases your visibility within the community and favorability towards your shop.

Craig Howington presented a seminar, "How a Large Format Printer can Benefit your Frame Shop. A printer allows you, as a framer, to add on another "specialized" service to your customers. You can take a regular photograph and turn it into a watercolor, pencil, etc. You can increase/decrease the size of the print to accommodate the customers space in their homes. A good photoshop program is essential to recreate an old photo or manipulate the picture. Start up costs include a good camera, lens, scanner and an Epson printer.

The Round Table Discussion covered a variety of topics. Competing against Big Box stores, Finding Art Appraisers, Static Mounts, Pricing, Stress Releasers and how Distributors maintain quality control. In summary, it begins with each individual

frame shop. Identify who you are as a frame shop, market that, promote "shop locally" programs, involve yourself within the community, network with other framers, draw in the "younger" generation and diversify your shop.

Nelson's was honored to have Tom Pavlock, owner of Framing Gallery of Grosse Pointe in attendance. Tom began the Great Lakes Chapter PPFA in 1975. He had joined the National PPFA in 1974 and served 12 consecutive years holding office as an Associate Regional Director, Regional Director, Secretary, Treasurer and President. He began the Great Lakes Chapter because there were 36 other Chapters nationally and they held the vote to elect board members at the national level. He added speakers and education seminars to the PPFA meetings to draw in framers. Tom was honored as a life long member to the PPFA.

The day ended with a wonderful dinner at the Top of the Park restaurant, proceeded by a wine and cheese hour for important networking. A spectacular view of Grand Traverse Bay.



PRINT FRAME COMPETITION WINNERS!

EXPERT LEVEL

NOVICE LEVEL

FIRST PLACE



Georganna Monk, Friar Tuck Gallery

FIRST PLACE



Nancy Boyce & Jackie Cowing,
Golden Finch Gallery

SECOND PLACE



Patrice Marquardt and Tim Sykora,
Marshall Framing Studio

SECOND PLACE



Jayme Makowski,
Jayme Makowski Custom Framing

THIRD PLACE



Kurt Baney, Brink's Art & Frame Shop

THIRD PLACE



Jack Laurent, Sweetgrass

EXPERT HONORABLE MENTION

NOVICE HONORABLE MENTION



Sue Welty,
Art & Decor



Craig Golden,
Simply Matted



Jenette Weaver,
Art & Decor



Edie Allen,
Main Frame



Lisa Mandeville,
O'Connors



Diane Iglesias,
Artistic Framing



Stacy Underhill,
Du-All Art & Drafting



Diane Wollenslegel,
Waterfront Framing

Austin Collection



Austin Collection

The Austin Collection has a strong rugged appeal with a bold grain. The touch of torn effects at the edges gives it a rustic appeal. Exquisite colors in Ebony, Rich Mahogany and Espresso are reminiscent of old time leather.

The Flat Bevel profile is available in two widths: 1 3/4" or 1". The Scoop with a rounded back profile comes in 1 7/8" width or 1 1/8" width, giving you the versatility to create striking works of art.

Contact your Customer Service Representative to obtain this magnificent collection.

WWW.NELSONSMOULDING.COM

Nelson's is proud to announce the launch of our website!

- View on-line the stunning collections of our fine quality wood moulding.
- Conveniently sorted by style or collections.
- Full color photos of the face and profile of the wood moulding.
- Full dimension sizes.
- Most current pricing.
- New additions to our wood moulding line.
- Find out about new framing products.
- Browse through our latest newsletter.
- Check out our current sales.

THE AUSTIN COLLECTION IS A CERTIFIED FOREST STEWARDSHIP COUNCIL (FSC) MOULDING

The FSC Forest Stewardship Council was established in 1993 due to concerns over global deforestation. Globally, organizations assembled to define environmentally appropriate, socially beneficial and economically viable forest management and identify the tools and resources that will effect positive, lasting change. FSC is nationally represented in more than 50 countries around the world.

The mission of FSC is as follows:

1. Environmentally appropriate forest management ensures that the harvest

of timber and non-timber products maintains the forest's biodiversity, productivity, and ecological processes.

2. Socially beneficial forest management helps both local people and society at large to enjoy long term benefits and also provides strong incentives to local people to sustain the forest resources and adhere to long-term management plans.
3. Economically viable forest management means that forest operations are structured and managed so as to be

sufficiently profitable, without generating financial profit at the expense of the forest resource, the ecosystem, or affected communities. The tension between the need to generate adequate financial returns and the principles of responsible forest operations can be reduced through efforts to market the full range of forest products and services for their best value.

Nelson's has available in their wood moulding line 182 FSC mouldings.



Nelson's to Participate in American Cancer Society Relay For Life

In today's world, every single one of us has been touched by cancer on a personal level. We have all lost dear friends, family, and colleagues. Some of us are survivors, some of us are still in the battle, some are providing care. In the last year, we lost some very wonderful people to cancer. It has impacted us deeply and we gathered together in our feelings and thoughts as to what we, as a group, could do to contribute in some way to stop cancer's grip on our loved ones.

We decided to participate in the Relay For Life. Relay For Life began in 1985 when Dr. Gordy Klatt, a colorectal surgeon in Tacoma, Washington, ran and walked around a track for 24 hours to raise money for the American Cancer Society. It is now the world's largest movement to end cancer with more than 3.5 million people in 5,000 countries participating. We have named our Relay Team, "Framing Life".

What are some ways that you can help "Framing Life" raise money for their walk?

1. Nelson's is having a garage sale on June 3-4, 2011. Please feel free to donate items for the sale. The Nelson's driver can pick the items up on their route.
2. You can purchase the CD with the song, "Another Day With You". The song was wrote, composed and sang by Mark Delaharpe and his brother Dave in memory of their Mom. Mark is the owner of Picture This Gallery in Marine, MI. There is a minimum donation of \$6.00 for the CD.
3. If you enjoy walking, you can help us out by walking an hour or so around the Civic Center in Traverse City, on June 11-12, 2011 for the Relay For Life walk.

Please contact Yvonne at 1-800-289-2467 if you have items to donate, wish to purchase a CD, or would like to walk.

EQUIPMENT

EQUIPMENT FOR SALE

Underpinner Cassese Model CS 89, has a base, new in 2004, \$1,500. Misc.: Glass, partial/opened boxes of Reflection Control 18x20, 22x28, 30x36 and 36x48. Conservation Clear 16x20, Premium Clear 20x24 and 28x38, Conservation Reflection Control 20x24 and 32x40, Museum 32x40. Assorted supplies and hardware including wire and bulk picture hangers. Equipment: Vises, drymounter, and mat corner sample caddy. Kirby Generation 3 vacuum, \$350. Call Sandy @ 231-882-7601.

EQUIPMENT NEEDED

Wanted: HiLo, call Scott @ 616-451-3850.

Wanted: Fletcher 3,000 matcutter, call Ken @ 586-463-3839.

Wanted: Heat Press, call Jim @ 906-524-6400.

FRAMERS HELPING FRAMERS!

Mat Shimmers

John Timony of Curtis Frame – Back Alley Gallery had a booth set up at the Educational Seminar to display his new framing product called Mat Shimmers™. Mat Shimmers™ enhance the elegance of mat boards by adding a dimensional depth with vibrant color illumination. Mat Shimmers™ are small glass spheres made from recycled glass and are lead free. When applied to the surface of a mat board, light will penetrate through them to reflect back out the mat color resulting in an elegant, yet subtle, shimmering effect. A specially formulated adhesive was developed to permanently bond the Mat Shimmers™ to all mat boards used in the Picture Framing Industry.

To view some Mat Shimmer™ examples and order a “kit”, go to www.matshimmers.com or call 1-847-362-2848.



Etched Mirrors

John Lachowicz, owner of Bolingbrook Glass and Mirror, generously gave Travis a mirror framed in L-3097 from our San Antonio collection, with the Nelson’s logo sandblasted onto the mirror.

John’s store offers many types of services including frameless shower doors, custom mirrored walls, framed mirrors, picture framing, glass table tops, shelving and cabinet doors and much more. His specialty is mirrors and shower doors.

John offers custom designed mirrors in which he takes digital imagery, creates a mask, lays it on the back of a mirror and then back blasts the design out. The front of the mirror remains smooth and untouched with the design etched on the back side. To learn more about the sandblasted custom designed mirrors, give John a call @ 1-630-633-2800.



Computerized Mat Cutter

L. John Jacob, owner of Delux Images, has been in the picture framing business since 1985. He offers archival and museum framing, limited edition prints, posters, certificates, oils, pastels, watercolors, photographs, collages and memorabilia, military medals, collector cards, shadowboxes, sports jerseys, mirrors, portraits and more.

John has recently purchased a Valiani mat cutter and would like to offer other framers some mat cutting services. He has the ability to do large mat cutting production runs and can cater the job specifically to your needs. The Valiani can do pre-cut mats, photo letter mats, 25 fonts in pen, marker, ball-point felt tip lettering on the mats, collages (circles, squares, octagons, etc.), double and triple mats and so much more. It can handle sizes up to 40x60 and cuts foamboard.

John is located at 20220 Stephens Street, Saint Clair Shores, MI. Please feel free to call him at 586-293-5454.