

Nelson's Moulding and Frame

1-800-289-2467

www.nelsonsmoulding.com

CHOP TALK-NOVEMBER 2011

TWO GREAT SEMINARS PLANNED FOR SPRING!!!

"PPFA Put the "Wow" in Your Frame Shop": March 17-18, 2012 in Louisville, KY. Join us for a wonderful two-day event in beautiful Louisville! Four PPFA Chapters: Indiana, Mid-America, Northern Ohio and Kentucky/Tennessee have joined together to sponsor this two day event! Nelson's Moulding and Frame will be hosting the seminar in their on-going commitment and support of the PPFA. What a great opportunity to further your education, network with other framers and compete in the PPFA Frame Competitions.




13th Educational Seminar: April 28-29, 2012 in Traverse City, MI. Join us for an exciting two-day event in picturesque Traverse City! The Great Lakes Chapter PPFA will be offering the CPF Exam on Saturday and a meeting scheduled for Sunday. Come and enjoy some excellent classes, good conversation and challenge yourself in the PPFA Frame Competitions.





Complete [registration form](#) in this newsletter. Then mail/fax it in to register for seminar(s) or call 1-800-289-2467.

"PPFA PUT THE "WOW" IN YOUR FRAME SHOP" SEMINAR LOUISVILLE, KY MARCH 17-18, 2012



13TH ANNUAL EDUCATIONAL SEMINAR TRAVERSE CITY, MI APRIL 28-29, 2012

- Learn how to be a PPFA Competition Judge! 
- What's the future of your Frame Shop?
- Completely design your Frame Shop to draw in customers!
- Put a "Wow" in your Frame Designs 
- Compete in the PPFA PRINT Competition
- Compete in the PPFA OPEN Competition
- Join in on the PPFA Chapter Meetings!
- Take a tour of "Designer Moulding"-see how metal is made!
- A little wine, cheese and a delicious dinner 

- Learn various methods of mounting objects! 
- Textiles! What are they and what do I do with them?
- How does the extender attach to the Shadowbox? 
- Two-sided frames and removable art!
- Compete in the PPFA PRINT Competition
- Compete in the PPFA OPEN Competition 
- Join in on the PPFA Chapter Meeting!
- Take the CPF Exam!
- Some wine and cheese, please! 

VENDORS WELCOME IN LOUISVILLE KENTUCKY!

Please contact Travis at 1-800-289-2467 to register for a table at the Louisville, KY "PPFA Put the "Wow" in Your Frame Shop" Seminar. A great opportunity to showcase your company to framers coming from four separate PPFA Chapters! Register by Feb. 1st, 2012!

TAKE A CHALLENGE! BOTH PRINT COMPETITIONS WILL TAKE PLACE AT EACH SEMINAR

PPFA PRINT Competition! The first 10 framers who enroll in the PPFA PRINT Competition will receive a "free" print. This years print is a Petroglyph-Rock Art (an image incised into a rock). **You must be a PPFA member to compete.**

PPFA OPEN Competition! This is a "framer's choice" competition. Frame any item, image, object, print, or collection that meets the requirements of an unrestricted open topic. **You must be a PPFA member to compete.**

(See below for a free membership!)

FREE PPFA TRIAL MEMBERSHIPS!

Nelson's will be offering a PPFA Trial Membership to attendees of the "PPFA Put the "Wow" in Your Frame Shop" seminar in Louisville, Kentucky or the "13th Annual Educational Seminar, in Traverse City, MI.

SATURDAY, MARCH 17, 2012

- 10:00-11:00 Take a tour of "Designer Moulding"-watch metal being made
- 12:00-1:00 All Competition Pieces are turned in this hour
- 1:00-5:00 PPFA Competition Judging for all four Chapters-PRINT and OPEN Competitions

(Nelson's Moulding and Frame will provide one free wood chop from the Nelson's Wood Moulding Line to any framer who participates in the PPFA PRINT/OPEN Competitions at this "PPFA Put the "Wow" in your Frame Shop" seminar. Call 1-800-289-2467 and speak with Yvonne for further details.)

1:00-5:00 Class: "Understanding Competition Judging, Linda Pujo, MCPF

This is a required class for all individuals interested in achieving PPFA Approved or Accredited Judge Status. A mock competition will be held during class using seven specially designed competition-level pieces, all students will take part in the actual judging experience from start to finish.



Who should attend? Although this course is intended mainly for CPF or MCPF designation holders hoping to qualify as a PPFA Competition Judge, class attendance is not restricted. It is also open to those currently in the process of CPF testing as well as any other individuals interested in learning about competition judging. Even if students do not immediately aspire to become a PPFA Approved or Accredited Judge, this class is the perfect training for chapter-level judges and is highly recommended for chapter members with competition experience who might need to be called upon to serve as a back-up judge at chapter level.

5:00-6:00 Wine and Cheese Hour/Critique PPFA Competition Pieces/Announce Winners

6:00-8:00 Dinner in the Breckinridge Ballroom

SUNDAY, MARCH 18, 2012

8:00-8:25 Continental Breakfast

8:30-10:30 Class: "Take Standard Frame Jobs From Ho-Hum to Wow!", Linda Pujo, MCPF

The focus of this class is making minor adjustments to a basic framing design to add major visual impact. All adjustments are simple no-cost or low-cost alternatives that will turn up the heat. Begin to think "outside the box" and escape the trap of the routine frame design rut.

Linda is a professional picture framer with over 30 years experience. She owns Picture Perfect in Menasha, WI. Linda is an industry leader and educator who is most passionate about maintaining the highest in professionalism and preservation standards in all aspects of framing. As a committed PPFA member, Linda earned the CPF designation in 1998 and attained MCPF status in 2004. Linda has won framing competition awards at both Chapter and International levels. She currently serves as one of three members of the PPFA Competition Board and is a PPFA Accredited Judge for framing competitions.



10:45-11:45 Class: "The Frame Shop of the Future", Matt Puchalski

Puchalski will examine the major innovations and changes in the picture framing industry over the past decade. He will then explore current technologies and make educated speculations about the future of custom picture framing. Topics covered will include website design, social media, store layout and design, equipment, digital printing and internet marketing. Throughout the class, Puchalski will share examples from his own business and also reference other businesses who have embraced technology and change. In order to survive the current economic climate, frame shops need to figure out how to blend the old-world craft of picture framing with modern day technologies. This is a class that you and your business can't afford to miss.



At the age of 20, Matt started Masterpiece Framing out of his parents basement while studying at the American Academy of Art in Chicago, IL. After graduating in June 2003, he quickly began to expand his business into a full-time retail operation. Masterpiece Framing has since won industry-related awards and has also been honored in the website design community. Matt attributes his success to operating his business with a unique blend of picture framing, digital printing and art. He currently has three websites.

11:45-12:15 Individual PPFA Chapter Meetings

12:15-1:15 Lunch

1:15-3:15 Class: "Elements of Visual Merchandizing", Barb Pelton, MCPF

The large corporate retailers know how to make their stores look attractive, be shopper-friendly as well as how to create a pleasant shopping atmosphere. We will go beyond just making your frame shop "look pretty". In this class, you will learn about some of the psychology and research which goes into merchandising and visual decisions and how these principals can work for you.

Barb Pelton, MCPF, owner of Artfully Framed in Poplar Bluff, MO, has been a framer for over 20 years. During those 20 years, Barb became a PPFA CPF, and later a MCPF. In 2006, her store took top honors in the International Print Competition, and in 2008, won an Honorable Mention. In 2010, she also won a Certificate of Excellence in Design in the International Open Competition. Barb has served on the PPFA Mid-America Board of Directors as well as the International Board of Directors. Prior to framing, Barb worked in retail as a visual merchandising director, first for Federated and May Co. Dept. Stores, and later for a privately owned furniture retailer in Missouri. Through merchandising, Barb helped significantly increase sales in the retail stores, and trained others in the art of merchandising for increased profit.



WHY IT'S IMPORTANT TO BECOME A PPFA MEMBER!

PPFA has everything you need to help run and promote your business. For instance, Business Insurance through Meadowbrook Insurance Group for property and liability/worker's compensation. PPFA Certification programs to help you distinguish yourself as a Certified Picture Framer. Competitions to demonstrate your skill level, talent and experience at the OPEN or PRINT Competitions on a Chapter Level and National Level. Chapter meetings that provide networking and on-going education. "Framers Corner" forum and PPFA Helpline; two services to get you timely answers to your technical problems and a Framer's Library. Marketing Research for the latest in industry and consumer framing trends. Promotional Resources will help promote your frame shop with several exclusive Custom Framing Ready Made Promotions for advertising ads, newsletters commercials and direct mail. Savings on Electronic Transactions and Strategic Insights will all benefit your business.



BRECKINRIDGE INN

2800 Breckenridge Lane

Louisville, KY 40220

Ph: 1-502-456-5050

Fax: 1-502-451-1577



Join us for a fun and exciting weekend full of on-going education, networking and an opportunity to compete in the PPFA frame competitions.

Upon arrival to Breckinridge Inn, you get a sense of the genteel history and southern charm that make up your home away from home. Breckinridge offers a wonderful health spa with an heated indoor pool, whirlpool, and exercise/fitness room. An outdoor junior Olympic size pool and tennis court. A Continental breakfast buffet featuring coffee, milk, juice, cereal, pastries, and fresh fruit. Complimentary transportation to and from the airport will be provided.

The Breckinridge Inn is less than 10 minutes from the airport and downtown Louisville. Conveniently located near many Louisville landmarks such as Churchill Downs, home of the Kentucky Derby, the Louisville Zoo, and Slugger Field. If shopping is your pleasure, two of Louisville's finest malls are located within five minutes of the hotel and convention center. To soak up some fun, visit Atlantis Water Park! Located in southern Indiana, 15 minutes from the Breckinridge Inn.

SPECIAL ROOM RATE!: If you say that you are with the "PPFA Put the "Wow" in Your Frame Shop" seminar, you will receive a special room rate of \$80.45

13TH ANNUAL EDUCATIONAL SEMINAR-TRAVERSE CITY, MI APRIL 28-29, 2012

SATURDAY, APRIL 28TH, 2012

9:00-1:00 CPF Certification Exam

Would you like to give yourself an edge over your competition? How about improving your knowledge and skills in the technical art of framing and preservation? Through the PPFA Certified Picture Framer (CPF) Program, you can test your knowledge in the five exam content areas: Preservation, General Knowledge, Mechanical, Math and Mounting...and earn the framer's mark of excellence, the CPF designation. More than 3,800 individuals worldwide have achieved CPF status since the program's inception in 1986.

9:00-1:00 PPFA Competition:

PRINT: In this category, all framers frame the same piece of artwork. (Nelson's will provide the "Print" for the first ten framers who sign up for this PPFA Print Competition.)

OPEN: In this category, framers may frame any item, image, object or collection of the framer's choice that meets the requirements of an unrestricted open topic.

(Nelson's will provide one free wood chop from the Nelson's Wood Moulding Line to any framer who participates in the PPFA Print/Open Competitions at this 13th Educational Seminar, Traverse City, MI)

SUNDAY, APRIL 29TH, 2012

8:00-8:25 Continental Breakfast

8:30-10:00 Class: "Shadowbox Mounting: Can you Frame THIS?!", Patrice Marquardt, CPF

The wrinkled jersey is one thing, but what about the customer that wants two identical shadowboxes with only one set of objects? How about the acidic oak leaves in with the antique photo? The chewing tobacco with the hill-country Grandmothers bonnet? Or even just displaying a simple coin? This class discusses the dilemmas framers face in shadowbox framing and explores solutions to mounting the bulky, odd or irregular 3-D objects. Interactions of materials, the pull of gravity, acidity, and reversibility will be examined, with discussion of the techniques for protecting items safely for the long term. In this hands-on workshop, attendees will construct a take-home shop example.



Patrice started her career in 1977. She has earned the Certified Picture Framer designation, won competitions sponsored by PPFA, Crescent and Tru Vue, and is a PPFA approved judge. She started Marshall Framing Studio in Marshall, MI in 1992. The shop, now operated by Patrice and Tim Sykora, her husband and partner, has won several Top 100 Art & Framing Retailer. Patrice specializes in preservation, shadowboxes and restoration, and enjoys the daily challenges of running a small, successful independent shop.

10:15-11:00 Class: "Assembly Options for Shadowboxes and Floating Frames", Tim Sykora

This short, yet concise, seminar focuses on the many ways of making the sometimes challenging attachment between the shadowbox and frame, or the floater frame and canvas/artwork. It will touch on a variety of techniques and materials to accomplish the assembly.



Tim Sykora and his wife, Patrice Marquardt, own and operate Marshall Framing Studio in Marshall, MI. Tim uses his background experience as a licensed builder and carpenter with a masters in art to accomplish the shops challenges, be it design, shadowbox building, frame finish manipulation, etc.

11:00-11:45 Class: "Two-sided Mouldings", Jill Plamper

Two-sided mouldings and their uses. We will discuss the construction of a two-sided office sign with the ability to change the signage quickly and easily. Talk about joining techniques and jigs, the routing process, assembly and cost effective mounting brackets. Show examples of two-sided moulding for framing Stained Glass. Review the mill work, veneering, finishing and assembly.



Jill Plamper of Distinctive Framing has been working in the picture framing industry since 1999. The original intent was to frame her own cross-stitch work, but word of mouth caused the business to grow, adding graphic design firms, interior designers, photographers and residential clients. The growth of Distinctive Framing led to Jill leaving the automotive industry to pursue picture framing full time in 2006. Distinctive Framing is located in Huntington Woods, MI and takes clients by appointment only. Jill has a Bachelors of Science in Electrical Engineering and a Master's of Science in Engineering Management.

11:45-12:45 Lunch
12:45-1:15 PPFA Meeting
1:15-1:45 Vendors

1:45-3:15 Class: "Textiles: Identification and Mounting", Joyce Michels MCPF

From appliqué to trapunto, find out how to identify the differences between many common textiles. This class will expose you to a myriad of textiles as well as what to do with them when they appear on your shop design counter. Mounting textiles can pose many unique problems that can cause irreversible damage. We'll look at some great examples and discuss various ways of mounting them while still preserving their integrity.



Joyce is the owner of Michels Frames & Things in St. Robert, MO, catering to a largely military clientele. She has been in the framing business for nearly 20 years, an active PPFA Member since 1999 and is currently the chairperson of the PPFA Certification Board. Joyce is on the Guidelines Task Force that wrote the new PPFA Guidelines for Textiles and Needlework along with Jim Miller, David Lantrip and Ellen Collins. In addition to her love of framing, she also enjoys travelling with her husband, photography and needlework crafts.

3:45-4:45 Round Table
4:45-5:00 PPFA PRINT and OPEN Competition winners announced

ENTERING PPFA PRINT AND OPEN COMPETITIONS

Each year, PPFA members enter the PPFA annual framing competitions, vying for international recognition for technical framing expertise, artistic design, and cash awards. PPFA annual PRINT and OPEN Framing Competitions showcase the very best in the art and framing industry's framing designs and preservation practices.

CATEGORIES:

There are two PPFA framing competition categories: PRINT and OPEN

The PRINT Framing Competitions are held at the chapter level. The first-place, second-place, third-place and honorable mention winners may proceed to the International PRINT Framing Competition, held at the PPFA Annual Conference. Contact your local chapter leader to order your PRINT competition piece. After qualifying for the International Competition, contact PPFA Headquarters to enter the International PRINT Competition.

chapter level. In this category, framers may frame any item, image, object or collection of the framer's choice. The International OPEN Framing Competition is also held at the PPFA Annual Conference.

The OPEN Competitions are held at the

SIGN UP EARLY....BOOK YOUR HOTEL ROOM EARLY....SAVE....SAVE.....SAVE....

Americinn Motel & Suites-938-0288	\$69.90
Baymount Inns & Suites-933-4454	\$79.95
Bayshore Resort-935-4400 (2 night minimum)	\$125.00
Best Western-946-8424	\$99.99
Cherry Tree Inn-938-8888	\$91.00
Courtyard by Marriott-929-1800	\$119.00
Days Inn and Suites-941-0209 (Say you are with Nelson's Seminar)	\$73.94
Econo Lodge (M-37)-943-3040	\$54.95
Fairfield Inn-922-7900	\$79.00
Grand Beach Resort-938-4455	\$99.00-119.00
Grand Traverse Resort-534-6000	\$166.00-202.00
Great Wolf Lodge TC-941-3600	\$189.99

Approximate cost
from internet search

Hampton Inn TC-946-8900	\$ 89.00
Holiday Inn (Acme)-938-2600	\$89.95
Holiday Inn (TC)-947-3700	\$199.95
Motel 6-938-3002	\$45.99
Park Place Hotel-946-5000	\$129.99
Parkshore Resort-947-3800	\$79.99
Pointes North-938-9191	\$89.00
Quality Inn by the Bay-929-4423	\$59.99
Sleep Inn-938-7000	\$69.99
Sugar Beach Resort-938-0100	\$99.00
Super 8 Motel-938-1887	\$59.98
TC MI Travelodge-922-9111	\$44.39
Traverse Bay Inn-938-2646	\$59.00
Comfort Inn-947-5436	\$109.00

KEEP GOING TO GET TO THE SEMINAR REGISTRATION FORMS!

Happy Holidays!

Everyone here at Nelson's Moulding and Frame would like to wish you a wonderful holiday season.

We so appreciate having you as our customer and look forward to working with you this upcoming year!

EQUIPMENT FOR SALE!

Caseeese Underpinner Numatic Floor Model (C589). Weighs 55#, bought new in 2004. Asking \$1,450. Call Sandy @ 231-882-7601.

Fletcher 3000 48" mat-board-glass-plastic wall cutter, \$500. Fletcher 2100 48" mat cutter with production stops, \$500. Fletcher Mat-Mate Oval-Circle mat cutter, \$45. 2-36" Kraft-paper stands, \$15 each. 1-36" black kraft paper (not a full roll), \$30. 1 ATG 752 tape dispenser, \$25. 2 Wire Holder with wire on one, \$50. 4 mat corner sample racks, \$10 each. 1 Shrink Wrap System with shrink wrap, \$200. Please contact Paul at 810-238-9897 or 810-252-8278 or pauls-frameshop@comcast.net.

WANTED:

I have a Nielsen/Bainbridge Thumbnail Machine, Model #TNP1000. I need a replacement motor for this machine. Call Cindy @ 740-654-9300.

Looking for a Dry Mount Press 40x60. Please call Jill @248-540-2555.

HOUSEKEEPING NOTES: To clear confusion...

The S2701 Retail packaged Wallbuddies are still available for metal sectional frames 11x14 or larger.

The S2703 Retail Packaged Wallbuddies are still available for wood frames and mirrors 26x34 and larger.

"PPFA PUT THE "WOW" IN YOUR FRAME SHOP" SEMINAR IN LOUISVILLE, KENTUCKY ON MARCH 17-18, 2012

PLEASE COMPLETE STEPS 1-4 BELOW TO REGISTER FOR THE SEMINAR

(STEP 1: Please complete Frame Shop information below:)

Today's Date: _____ Acct. #: _____ Name: _____ Shop Name: _____
 Street: _____ State: _____ Zip: _____ Phone #: _____ Email: _____
 Fax #: _____ Are you a current member of the PPFA? YES NO (You do not have to be an PPFA Member to attend seminar)

(STEP 2: Fill in "Section A")

Sign up early and save \$\$\$!

Section A: Seminar Cost Per Frame Shop

January/February	\$40.00	
March	\$50.00	
Total Cost=		

(STEP 3: Make a payment for the total cost of Section A)

☐ Enclosed please find check/money order.

☐ Please bill my credit card:

VISA MasterCard Discover

Card#: _____

V#: _____ Expires: _____

Please fax this form to 1-800-946-5344

Please mail this form to: Nelson's Moulding and Frame
 1538 International Drive
 Traverse City, MI 49686

(STEP 4: Place a "X" in the box to indicate what event(s) each person is attending)

List names of everyone attending	Saturday, March 17, 2012	Tour of "Designer Moulding"	"Understanding Competition Judging" class	PPFA PRINT Competition	PPFA OPEN Competition	Wine & Cheese Hour	Dinner	Sunday, March 18, 2012	"PPFA Put the "Wow" in Your Frame Shop"
Example: John Doe		X	X		X	X	X		X
1									
2									
3									
4									
5									
6									
7									

Call 1-800-289-2467 if you need assistance or have questions!

13TH EDUCATIONAL SEMINAR-TRAVERSE CITY, MICHIGAN ON APRIL 28-29, 2012

PLEASE COMPLETE STEPS 1-4 BELOW TO REGISTER FOR THE SEMINAR

(STEP 1: Please complete Frame Shop information below:)

Today's Date:	Acct. #:	Name:	Shop Name
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Street: _____ State: _____ Zip: _____ Phone #: _____ Email: _____

Fax #: _____ Are you a current member of the PPFA? YES NO

(STEP 2: Fill in "Section A")

Sign up early and save \$\$\$!

Section A: Seminar Cost Per Frame Shop

January	\$30.00	
February/March	\$40.00	
April	\$50.00	
Total Cost=		

(STEP 3: Make a payment for the total cost of Section A)

☐ Enclosed please find check/money order.

Please bill my credit card:

VISA MasterCard Discover

Card#:

V#: Expires:

Please fax this form to 1-800-946-5344

Please mail this form to: Nelson's Moulding and Frame
1538 International Drive
Traverse City, MI 49686

I would like to compete in the PPFA PRINT Competition

I would like to compete in the PPFA OPEN Competition

I would like to take the CPF Exam

(Step 4: Please list the names of everyone attending:

This image shows a blank sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.