

# Nelson's Moulding and Frame



## APRIL 2013 CHOP TALK

1-800-289-2467

www.nelsonsmoulding.com



**ANNOUNCING!!!**

**A NEW EVENT PLANNED FOR SATURDAY NIGHT!**

**COME SEE A FANTASTIC COLLECTION OF ANTIQUE FRAMES!**

Kim Smith, owner of Perception Gallery, has a collection of antique frames dating from 1850-1960 that he will display for everyone at his Open House on Saturday, April 27th from 4-6pm.  
A bit of wine, hors d'oeuvres, and chatter about frames!

Kim began his career at Hefner's in 1976, gaining a great deal of knowledge, giving him the ability to open his own gallery in 1989. Kim buys and sells fine art, working with listed American European Artists from 1850-1960. He specializes in period reproduction framing. He also offers conceptual framing, in which he designs a frame for a customers item. He offers Fine Art Conservation, cleans, repairs and restores. He also does written appraisals for estates, insurance companies and donations. He offers free appraisals to customers. He is located at 210 E. Fulton St., Grand Rapids, MI 49503.

**ONLY THREE MORE WEEKS LEFT!**

until the 15th Educational Seminar on April 27-28, 2013 at the Grand Rapids Art Museum

***SIGN UP NOW!!!***

Don't miss out on this fantastic seminar!  
William B. Adair is our guest speaker!  
Open house at Perception Gallery!  
"Behind the Scenes" tour!  
PPFA "OPEN" Print Competition!  
PPFA meeting!  
Vendors!

**SIGN UP TODAY FOR A WEEKEND OF FUN, EDUCATION, AND LOTS OF NETWORKING!**

# Seminar Events!



**WILLIAM B. ADAIR**

A warm welcome to William B. Adair, owner of Gold Leaf Studios. He is a frame conservator, frame historian, and master gilder. Bill will be speaking on, "Contemporary Artists in a Traditional Style". This talk will put in historical context frames for plein air, realist and even abstract painters, based on the concept that the frame should be like camouflage. It should not be noticed but should be a supporting actor to the main event. At the same time, the frame should exhibit the qualities of balance and harmony, through proportion of molding, color, tone and texture.

A unique twist to Bill's Seminar! Bring with you to the seminar an antique frame or a picture of the antique frame and Bill has offered to identify the frame for you. So be sure to dig around your attic, garage, or frame shop and find an antique frame.



## VENDORS

A welcome to representatives of Bainbridge, Crescent and Tru Vue. All three companies will give an overview of new products and will be available for questions before the seminar and during lunch.

## HOLIDAY INN DOWNTOWN

Nelson's has reserved a block of rooms at a lower rate just for you! Please call 616-235-7611, state you are attending our seminar and give the group code "NMF". The address is 310 Pearl St., NW, Grand Rapids, MI 49504.

## PPFA MEETING



It is our honor to once again host the PPFA meeting. PPFA offers it's members on-going education, research classes and competitions. There is also an "on-line" support system for framers who have questions. Nelson's Moulding is a member of the PPFA and would like to extend new memberships, at no cost, to those individuals who have not ever been a member of the PPFA or who have not been a current member in the last five years.

## "OPEN" PRINT COMPETITION



The Great Lakes PPFA Chapter will hold the "OPEN" Print Competition at Nelson's 15th Educational Seminar.

The pieces will be judged on Saturday, April 27th. A first, second, third, judges award and popular choice will all be awarded.

Please contact Stephanie at 1-800-289-2467 for more information.

## TRU VUE ULTRA VUE SUPER SALE!

Super Sale runs through August 30, 2013

ULTRA VUE	<i>SALE PRICE PER BOX</i>	CURRENT PRICE PER BOX
TUV32X40	<i>Call for \$</i>	Call for \$
TUV36X48	<i>Call for \$</i>	Call for \$
TUV40X60	<i>Call for \$</i>	Call for \$
TUV48X68	<i>Call for \$</i>	Call for \$

- Anti-reflective
- Anti-static
- Scratch resistant
- 2.0mm Water White Glass Substrate

Ideal for reflection-free viewing when conservation grade UV protection is not a concern.

"For Delivery Areas Only"

## Shave all of your hair off.....I dare you!!!



Before head shave

David Trago, son of Kristy Trago in Accounts Receivable, shaved his hair off to raise money for the St. Baldrick's Foundation.

St. Baldrick's Foundation began in 1999 by Tim Kenny, John Bender and Enda McDonnell, successful business owners who wanted to give something back from their business's good fortunes. John had the idea to shave their heads to raise money for children with cancer. The first head shaving event took place at Jim Brady's Pub in Manhattan in which 19 individuals shaved their heads and raised \$104,000. The money was donated to the Children's Oncology Group for research. The 2nd event raised \$140,000 and John and Enda began to make plans to expand the foundation to other businesses. Unfortunately, in 2001 the terrorist attack paralyzed New York City and John and Enda lost hundreds of friends and colleagues. They continued to forge ahead and put together 37 head-shaving events in 2002, raising over \$1 million dollars. Firefighters, police officers and military troops have been a big part of St. Baldrick's from the very beginning.... and the head-shaving events began to spread to police and fire stations across the country and even military bases in Iraq and Ger-

many! In 2004, the St. Baldrick's Foundation became official with a goal to donate as much of each dollar raised to the best children's cancer research organizations as possible; utilizing volunteers. Thus, in 2005, the St. Baldrick's foundation raised \$5.3 million with the proceeds going to the Children's Oncology Group. In 2007, \$12.9 million was raised by over 18,000 shaves at 402 events creating funds for hypothesis-driven research grants, scholar awards, and infrastructure support to help local institutions treat more kids on clinical trials, their best hope for a cure. In 2010, the St. Baldrick's Foundation hosted its first Research Priorities Summit, attended by 16 of the most respected pediatric cancer researchers in the U.S. In 2012, St. Baldrick's volunteers raised more than \$30 million!

David had his head shaved at the Grand Traverse Metro Fire Department. The Grand Traverse Metro Fire Department and North Flight were teams in which Sleder's hosted the main event. A special thanks to the stylists at Salon Saloon for donating their time for the past three years to shave heads. This event raised just under \$5,000!

Worldwide, every 3 minutes a child is diagnosed with cancer. The most common type of childhood cancer is Acute Lymphoblastic Leukemia (ALL), a cancer of the blood and bone marrow. Research has been very strong

in the fight against Acute Lymphoblastic Leukemia (ALL), which has raised the survival rate to over 90% surviving more than 5 years. More research is needed to help these children. If you would like to be a part of St. Baldrick's Foundation, go to [StBaldricks.org](http://StBaldricks.org).



After head shave

### FRAMETASTIC PHOTO FRAMES

Frametastic offers Photo Frames designed for the Independent Specialty Retailer. The frames are created utilizing Nelson's Mouldings. Each Photo Frame is carefully gift wrapped with tissue and placed in a gift box. The Photo Frames are complete with UV protected glass, matboard and foam-board. No cardboard is used. They are available in standard 4x6, 5x7 and 8x10. A few other sizes are also available.

Please contact Cliff at 973-962-0286 or email him at [cliff@frametastic-llc.com](mailto:cliff@frametastic-llc.com) or visit [www.frametastic-llc.com](http://www.frametastic-llc.com) for more information.



## Acrylic is a static nightmare! What can I do?

### Work Area

Must be clean and dust free! Covering the area with lint free felt helps.

### Cleaning

Use a clean damp cleaning cloth, such as the 3M Scotch-Brite High Performance Cleaning Cloth. Apply only light pressure, rinse with clean water, and dry by blotting with a damp cloth or chamois.

(DO NOT ever use window cleaning sprays, kitchen scouring compounds, or solvents such as acetone, gasoline, or lacquer thinner to clean acrylic.)

### Static Control

1. Wash the sheet with mild soap and water followed by a thorough rinse with clean water will remove static charge.
2. When drying the sheet, it is essential that the sheet be lightly blotted with a damp cloth.
3. Rubbing with a dry cloth will generate static charge and could scratch the sheet.
4. Commercial anti-static cleaners and polishes are available.

### Scratches

Fine scratches can be removed by hand polishing with a recommended acrylic polish or paste wax. Apply polish to a soft cloth and rub. When the scratches have disappeared, remove all residue and polish.

### Cutting

1. A straight line is first scribed in the acrylic where cut is desired.
2. A hand-operated roller is then guided along the scribe line applying even pressure to cleanly break the sheet.
3. The sheet masking should be left in place during the cutting operation to protect the sheet surface.

**REGISTRATION FOR NELSON'S 15TH EDUCATIONAL SEMINAR**

***Sunday, April 28, 2013 @ Grand Rapids Art Museum***

Acct. # \_\_\_\_\_ Name \_\_\_\_\_ Company \_\_\_\_\_

Street, City and Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ Fax \_\_\_\_\_

***Early Bird Special!! February and March is \$30 for the first person from the shop and \$15 for each additional person attending.***

***April sign up is \$40 for the first person from the shop and \$15 for each additional person attending.***

\_\_\_\_\_ Enclosed please find check/money order for \$ \_\_\_\_\_

\_\_\_\_\_ Please bill my credit card:

**VISA MASTERCARD DISCOVER**

Credit Card # \_\_\_\_\_ V# \_\_\_\_\_ Exp \_\_\_\_\_

***Please fax this form to 1-800-946-5344 or mail it to: Nelson's Moulding and Frame, 1538 International Drive,  
Traverse City, MI 49686.***

***List all who will be attending the seminar from your shop (First and Last names please):***

\_\_\_\_\_  
\_\_\_\_\_  
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