

# Nelson's Moulding and Frame

**Nelson's 18th Annual Educational Seminar Sunday, April 17, 2016**

**\$35.00  
PER  
PERSON!!!**

Sheraton Indianapolis City Centre Hotel  
31 West Ohio St.  
Indianapolis, IN 46204  
(317) 236-2503



**Special seminar room  
rate: \$139.00 +tax**

## MEET OUR SPEAKERS!!!



### MIKKI KAVICH, "CREATING CONTEMPORARY FRENCH MATS"

Mikki Kavich, owner of Mikki's Frame Shop in Crossville, TN. Do you love the techniques of French Matting and admire a beautiful botanical framed in a traditional French Mat design, but aren't sure how to incorporate it into today's framing design.

This two hour "hands on" class will be loaded with tips and techniques to make and sell French matting in today's frame shop. You will not only learn how to use inks and paints to hand pull lines to create a French Mat, but you will also learn new ways to incorporate French Lines into more contemporary framing jobs. You will learn some proven tips for making fewer boo boo's and tricks for fixing them when they happen.



### JOYCE MICHELS, "LETS MOUNT THOSE MEDALS!"

Joyce Michels, owner of Michels Frames & Things in St. Robert, MO. In this Powerpoint presentation, with samples, Joyce will discuss how to place medals/ribbons in order of precedence; various mounting techniques for guidons, flags, patches, and clothing; how to use clear polyester film to mount medals, and much more. The methods also apply to items for Scouts, Law Enforcement, sports and more. This class qualifies for Continuing Education credit for MCPF's.



### MARK WALLENFANG, "CAPTURE EYE-CATCHING IMAGES"

Mark Wallenfang, owner of Shooting Star Photo & Custom Framing in Appleton, WI. A picture really is worth a thousand words and views on your shop's social media. Pro photographer, photographer teacher and award-winning framer, Mark, will discuss how to capture eye-catching images for a competitive edge. Whether works are glazed or unglazed, Mark will give helpful hints including exposure, white balancing and editing your images for providing a professional image for your website, Facebook, Instagram and Pinterest, whether you use a camera, phone, iPad or tablet.

## CPF/MCPF EXAM-SATURDAY, APRIL 16, 2016 AT SHERATON

1. Minimum of 1 year experience in retail or wholesale picture framing.
2. CPF EXAM COST: PPFA Member \$225 or Non-PPFA Member
3. MCPF EXAM COST: PPFA MEMBER \$400 or Non-PPFA Member
4. Multiple choice exam
5. 3 hour duration
6. Study guides and books are available through PPFA website.
7. Call 1-800-289-2467 for more info. or contact Randy @ 734-761-8253

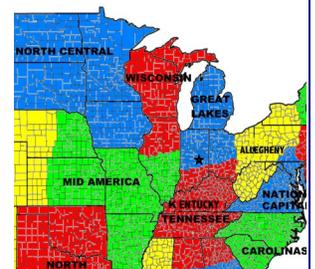
## VENDORS AND DOOR PRIZES!!!

Browse a variety of Vendor tables to see new products, learn and get to know what they can do for your Frame Shop!

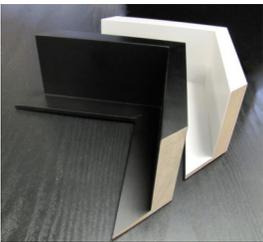
Each of the Vendors will have door prizes for you to win!

## MULTIPLE PPFA CHAPTERS TO COMPETE IN PRINT FRAME COMPETITION

The following PPFA Chapters will join together at Nelson's Annual Educational Seminar in Indianapolis, IN; Great Lakes, KY/TN, Mid-America, North Central and WI. The PRINT and OPEN Competition will take place on Saturday, April 16, 2016 at the Sheraton. Please contact Mikki Kavich @ (931) 787-1986 to enter the PPFA Competition.



## The Deepest Floater Frame Collection in the industry!!!



We have created the deepest Floater Frame Collection in the industry. An incredible depth of 3.25 inches for an impressive presentation of art portrayed on canvas or panels.

A Floater Frame gives the impression that the art is floating within the walls of the frame creating a spectacular exhibit for your gallery wall.

Available in Matte Black (L-3400) or White (L-3401).

## Chesapeake Worn Barn Wood Collection

The Ultimate in a sophisticated Rustic Moulding! The deep horizontal grain and deep earth colors make this collection a must have for your framing wall.

The authentic rustic charm of our newest Barn Wood collection offers your customers the look and warmth of a cozy cottage, adding character and style to any room.

L-3384 H1 x W3/4 x R5/8

L-3385 H3/4 x W1 1/4 x R3/8

L-3386 H3/4 x W1 1/2 x R5/8

L-3387 H1 3/8 x W3/4 x R1



## The Dragon Collection soars high above all else!



Photo courtesy of  
The Framemaker

Our inspiration comes true. The spark of an idea to create an elegant moulding symbolizing the honorable Dragon was amazingly successful.

The elegance of the Dragon collection enhances various art, giving it just the right touch.

This truly is a collection that will grace your wall with wonder.

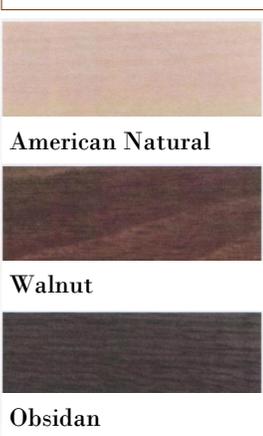
## The Star Fillets are shooting out the door!!!



The Star Fillet Collection is outstanding and shooting out the door! The Star Fillet, shown here with one of our Simply Black mouldings really adds to the designing of projects that are patriotic, Americana or civil war prints/memorabilia.

The fillet is versatile in that it can be tucked under another moulding or set within a mat. The Star Moulding is a sure bet on up-selling your frame piece. It will add to the piece and assist in making additional profit for your shop. Baby Feet and Paw Print fillets are on the way!

## Nielsen-Timberline Collection



The Timberline Collection features 3 wood-look wraps on 4 profiles.

The Timberline Collection features 3 wood-look wraps on 4 profiles. The strength of aluminum with the traditional look of wood. So the structure of aluminum allows sleek, narrow profiles that join securely and provide more stability than wood.

The engineered wood finish is impervious to humidity and the aluminum is inert, making the perfect archival material for framing.





## The best Christmas Stocking Stuffer Ever!!! CenterFinder Measuring Tape!



The CenterFinder simplifies finding the center of anything—a wall, a piece of furniture, a picture frame, or a length of carpet. In a nutshell, it quickly determines the center of any measurement without having to do any math. How great is that?

The CenterFinder is 16' long and has easy to read numbers. It is lightweight and fits perfectly in your hand. It makes around the house projects a snap-like hanging pictures. And it's not just for your home. You'll want one for all of your space from the cottage, to the shop, and the office.

Travis bought 12 CenterFinder tapes for stocking stuffers this Christmas!

Ask about the “Under the Roof” display that you place in your frame shop to earn extra cash. Everything a customer needs to hang pictures. The display includes the Hang & Level, Anchor Points, Deco Nails, Deco Screws, Deco Hammer and the got to have it CenterFinder Measuring Tape.



## New Crescent Clear Bags



S2770 Crescent Clear Bags (32x40) - qty. 250

S2771 Crescent Clear Bags (40x60) - qty. 150

**Great for storing mat board or to protect your projects.**

*Call today to order a roll.*

**PLEASE NOTE....** Effective December 28, 2015, the following increases will take effect with **UPS** and **Nelson's**.

**UPS Ground Services will increase 4.9%.**

UPS Air and International Services will increase 5.2%.

## Equipment for Sale-Equipment Needed

**FOR SALE:** Bienfang Vacuum Press 36x48, Digital. It also laminates and has all of the supplies to go with it. \$7,000 OBO. Call or text Grace @ 765-661-9063 or email her [lighthousecustomframing@yahoo.com](mailto:lighthousecustomframing@yahoo.com)

**MOVING SALE:** 600+ Ready Mades, Stick moulding. Fletcher matboard cutter 48", wall mount glass cutter 48", Cassese V-nailer w/nails, chop saw, chopper w/ext. arms, air compressor, oval/round cutter (glass/mat), sanding wheel for 45° cuts (Italy), metal vise clamps, canvas stretcher pliers, matboard cutting table-tall, lower shelf/storage, tall work table on casters, tall design table w/storage shelves & front display area, shrink wrap sealing unit w/clear roll material, point driver & points, tape gun (2 sizes), straight edge cutters, metal frame hardware, glass-various sizes, mirror-various sizes, cut matboards-big selection of colors and various sizes, foamboard, backing paper rolls, Prints-Big selection, Art/Print Protector Sleeves with slide closures (heavy duty), Bins for art/prints-large and small-mostly wood on casters, bins to hold matboards vertical w/dividers-wood on casters. Supplies: wires, nails screws, glue, various hangers, 2 sided tape, rollers, bumper corners, putty/filler, marking pens, hand glass cutters, tape-mounting and sealing, stapler, staples, hot glue gun & glue, mounting strips & corners, glass cleaner, and more. Display stands, grid walls & hooks, fabric covered walls, chain, easels, slat board & hooks. Call Fay's Place @ 573-778-1122.

### WANTED:

Wanted: V-Nailer, 60" Fletcher 3100 glass cutter and a 44x68 Vacuum Press. Call Rob @ 231-845-0501.

Wanted: Morso Chopper Blades. Call Velvet @ 330-769-9131.

## WCAF Expo-January 24-27, 2016



The WCAF Expo will be held at “The Paris Las Vegas Hotel and Casino” in Las Vegas from January 24-27, 2016.

Come and participate in this four day event featuring seminars and hands-on workshops led by leading experts. Be sure to check out a variety of exhibitors with exciting new product launches.

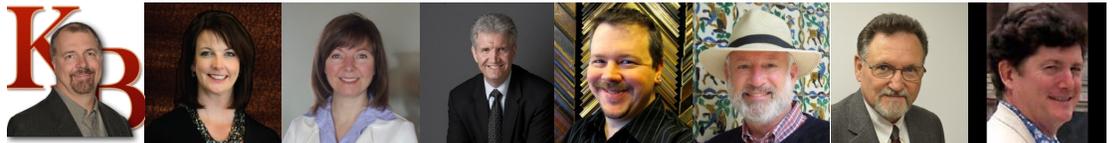


**Congratulations to Stephanie, Sales Rep/Customer Service!**

**Baby Andrew has arrived!!!**

**Their new bundle of Joy arrived 11/4/2015. He is a healthy 9lbs and 22” long. Stephanie, her husband Jason, and Andrew are all doing well. We are looking forward to spoiling this little one.**

### 2015 Framefest



Nelson’s Moulding and Frame had a booth set up at the 2015 Framefest that was held on September 18-20 in Orlando, Florida.

The show had an excellent line-up of speakers and topics:

**Ken Baur:** The Psychology of Selling; How to Sell Your Framing Business and Complete Business Makeover.

**Meg Glasgow:** Strategies for Online Marketing, Picture Perfect Designs and Complete Business Makeover.

**Carol Graham:** Evolving to New Pricing.

**Jay Goltz:** Presented at Luncheon.

**Andy Longlois:** Fabulous Faux Finishes.

**Rob Markoff:** Solutions for Framing Oversized Art, Installation Hardware & Techniques, Wax Finishes, Striplining and Stretching Canvas.

**Jim Miller:** Clear Film Mounting Mylar/Melinex, Glass Enclosures for 3D Framing, The Myth of Acid Free, and Calligraphy for Framers.

**Hugh Phibbs:** Preservation Decorative Techniques and Essentials Preservation Enclosures. A total of 37 Vendors were available for Framers.

Some feedback from Framefest.....

“I predict it will be the way of the future with smaller regional efforts like this one.”

“The instructors were excellent.....”

“It was so well organized...”

“It was very impressive, both with the number of vendors and the classes offered.”

“One of the biggest benefits was the instructors (including Jay Goltz) were available for a lot of one on one time outside of the classes and the roundtable and keynote luncheons were outstanding.”

## What's going on with the PPFA, by Robin Gentry

What's going on with the PPFA? PPFA has had several shake ups over the last couple of years and now has a new and improved home with our industry experts at Monarch Expositions. Monarch Expositions is founded by Bruce Gherman and Deborah Salmon. Why do these names sound familiar you may ask? Well Bruce and Deborah are part of the team from PFM and WCAF/National Conference who bring Framers great educational opportunities and our monthly industry publication (Picture Framing Magazine). This is the best of both worlds for Picture Framers. PPFA is now being managed by members of the framing industry who are able to guide the PPFA Board and Committees to best improve the offerings of PPFA. PPFA's main goals are to further the education of the framer, support the framer by helping to grow your business, and to provide networking for the framer.

How will PPFA do these things? PPFA is currently working to increase membership and strengthen the Chapters. By increasing membership we will increase the number of knowledgeable framers from which to grow our educational pool. PPFA is primarily ran by volunteers. We have several committees and boards which oversee many different aspects of PPFA. Through these committees and boards we are able to gain knowledge from the volunteers about what our members want and are then able to formulate a plan of action. If you would like to volunteer at the Chapter or International Level of PPFA, you just need to contact your local Chapter or a member of the International Board. We are always looking for people with new ideas and a willingness to help.

Now is the time to join PPFA. With a PPFA Retail Business Membership you are able to get a detailed listing on our PPFA Directory, ([www.ppfadirectory.com](http://www.ppfadirectory.com)), which is our consumer based website. This website will work to drive consumers to your shop by allowing them to search their location for PPFA Member Shops. You will be able to manage your listing on this site by adding details specific to your area of expertise, photos of past jobs, short videos, about anything you can think of to help grow your business. There are categories you will be able to choose to list your specialties and help consumers understand the scope of what picture framers are able to help with. I encourage you all to check out this site and the listings currently there, then join PPFA to get yourself added to this wonderful resource. You are also able to join from the site by selecting "Membership" at the top of the page.

The next roll out will be a site for the framer. This is still under construction, but will list benefits and other items specific to the framer to help grow your business. Currently we do have some benefits to help save the Framer some money on Worker's Compensation and Business Insurance through Meadowbrook Insurance, as well as shipping expenses through Fed Ex. Another great benefit of PPFA membership is the Framers Corner ([www.ppfacorner.com](http://www.ppfacorner.com)). This is a forum for framers to go and ask questions of their peers, find discontinued mats or mouldings, and get help with those difficult or "new to you" projects you need help with. The participants are from across the globe and you will be able to find answers and help to most any question you have. Many of our Industry Educators will answer questions for our members. Be sure to check it out!

PPFA is working on the upcoming Convention in Las Vegas in January and has a Full Lineup of Educational and Networking Events Planned. We hope you will register for the show and stop by our Booth for a visit! Check out [www.pictureframingmagazine.com](http://www.pictureframingmagazine.com) for more information on the WCAF/National Conference and PPFA Convention.

Robin Gentry, MCPF

PPFA President

## Deluxe Frame Shop

L. John Jacob, owner of Delux Images, has been in the picture framing business since 1985. John would like to offer other framers mat cutting services with a CMC Valiani mat cutter for a reasonable fee. He has the ability to do large mat cutting production runs and customize the job to your specific needs. The Valiani can do custom designs, shapes, customer logos, v-grooves and penning. It can cut up to 40 x 60 single, double and triple mats.

John is located at 20220 Stephens Street, Saint Clair Shores, MI. Please call John at 586-293-5454 or email him at [jpdelux@gmail.com](mailto:jpdelux@gmail.com) for further ordering information. You may also call Sharon at Nelson's Moulding and Frame.

Nelson's Moulding and Frame  
1538 International Drive  
Traverse City, MI 49686  
1-800-289-2467  
www.nelsonsmoulding.com

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**REGISTRATION FOR THE 18TH EDUCATIONAL SEMINAR, SUNDAY, APRIL 17, 2016**

**BEING HELD AT SHERATON DOWNTOWN CITY CENTRE HOTEL, INDIANAPOLIS, IN**

**Acct. #** \_\_\_\_\_ **Company** \_\_\_\_\_

**Name** \_\_\_\_\_

**Street** \_\_\_\_\_

**City** \_\_\_\_\_ **Zip** \_\_\_\_\_

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

**SEMINAR COST PER PERSON= \$35.00**      **#OF PEOPLE 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**

**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...**

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