

Nelson's Moulding and Frame

Chop Talk-June 2015



Nelson's 17th Annual Seminar was wonderful!

Did you miss out on our 17th Annual Seminar? It was wonderful! We were honored to have Michael Pacitti, the publisher of DÉCOR magazine and Show Director for DÉCOR Expo. Michael has



worked in the interior design, art, photography and custom framing design industry for more than 25 years. Michael's presentation was so informative and each attendee received a free DVD on Color & Design, a full color 400+ page flipbook. The class took home important knowledge. A helpful item to know is that the packaging industry drives color trends and the younger generation currently prefers secondary colors of green, orange and purple. Design is truly about tint, tone and shade. A helpful website is "Image", it will pull out the main colors for the piece of art to assist framers in matboard choices. If you would like to follow a good color trending company, choose Pantone. Michael also has a DVD available on the "13 Periods of Design" discussing the history of picture frame moulding. The "S" shape, which replicates the human female form is the most popular design of today. Art Deco mouldings are good to have on your framing wall. Be sure to check out the World's Fair in Milan for the latest moulding trends.

Our next guest speaker was Carol Graham with FrameReady. Carol is the director of Customer Relations and Training for FrameReady software. She is an accredited trainer who has been educating framing professionals for the past 17 years on how to manage their businesses with FrameReady. Carol has so much information in regards to the FrameReady software, we needed to extend her class to an all day program. What can the FrameReady software "do" for your frameshop.....a lot! Think of it as your personal business organizer. One feature is that your matboards and wood moulding will be available at your fingertips with current updated pricing and availability. This software will allow you to print work orders, project/price quotes for your customers, invoices, frame orders, gift certificates and so much more. It can act as an accountant with information on your daily sales, receivables and payment reports. Tired of doing inventory?



FrameReady will keep track of all your retail products, artwork and framing materials. Carol explained the importance of keeping track of your customers by utilizing the software to be a personal notebook on each customer. For each customer that comes in you can store digital images of what "type/style" of wood moulding they tend to use, pictures of their past frame jobs and artwork. You can make personal

notes on each customer, so as they are sitting in front of you, you can ask questions that make them feel your loyalty. Names of children, pets and so on can create a special bond with your customers because you "remembered" them. This is just the tip of the iceberg of what this software can do for you!

We welcomed Diane Iglesias who founded Artistic Framing in 2005. She holds a BA in art from Missouri Western State University and has been creating custom picture frames since 2000. Diane taught us all "hands-on" how to stain matboard. Diane also has an amazing talent for Stenciling on Matboard. Using Crescent Select matboard, she prefers #9849, some makeup sponges, and craft paints we were on our way. Some favorite craft paints to use are the DecoArt Metallics-Champagne Gold & Rich Espresso. It is important to make a sample first before doing the real thing on your cut out mat. Draw a strong pencil line on front of matboard at least 1/2" larger than your opening. Apply your paint in thin layers-less is more-not too wet. Dry between layers in a warm press. Apply a "shimmer" topcoat if desired. Now cut your opening in the mat when it is dry and place mat in warm press to set it. Very fun!!



Nelson's Print Frame Competition Winners! Celebrating our Heros!



Jill and Tom Haury of The Art and Frames Station took First Place and Popular Choice in Nelson's Print Frame Competition. Jill and Tom took this opportunity to showcase their local Birmingham Fire Department creating a truly unique piece of art for the Adams St. Fire House.



Patrice Marquardt of Marshall Framing took Second Place. Patrice focused on one particular young man who is truly a hero. The family wanted to capture the young man's achievements, his courage and his all-around good nature in this piece.



Debra Renaud Millbaugh of The Village Framer took Third Place. Debra's piece featured "Quilts of Valor". These quilts are made to comfort our soldiers and all of those who have been touched by war.



H
O
N
O
R
A
B
L
E
M
E
N
T
I
O
N
S



Georganna Monk,
Friar Tuck



Craig Golden,
Simply Matted Part 2



Karen Golden,
Simply Matted Part 2



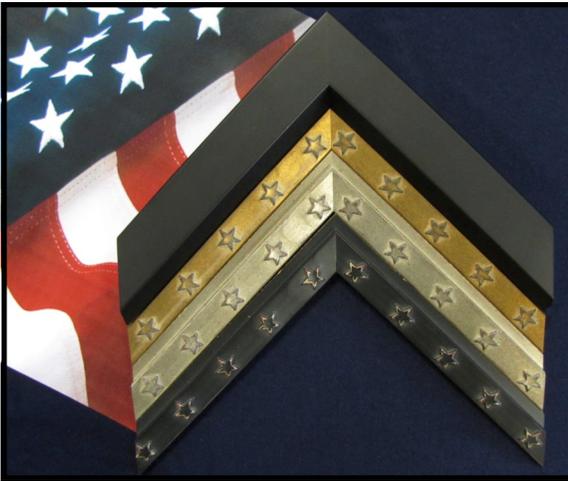
Edie Allen,
Main Frame Gallery



John Barlowe,
Frame Shop Art Gallery



NEW AT NELSON'S! STAR FILLETS!!



For many Americans the flag represents freedom, pride, and justice. Our flag stands for freedom because of the many lives that had to be lost throughout history for us to be the nation we are today. The American flag stands for pride because of the many American soldiers men and women who lost their lives for us. Lastly, our flag stands for justice because in the United States no matter what crime we do we have the right to a fair trial.



*We cherish too, the Poppy red
That grows on fields where valor led,
It seems to signal to the skies
That blood of heroes never dies.
-Moina Michael*

STARS.....STARS.....STARS.....STARS.....STARS.....STARS.....STARS.....STARS.....STARS.....

An Amazing way to UPSELL at your counter!!!

Every Frame Shop can earn extra money at the Cash Register by having this wonderful display of every thing a person would need to hang their beautiful works of art.

The display items include the Hang & Level, Anchor Points, Deco Nails, Deco Screws, Deco Hammer and the got to have it CenterFinder Measuring Tape.

Call 1-800-289-2467 to find out how to get the Display Board free!



Upselling Ideas from the 17th Annual Educational Seminar

NEXT DOOR is a Social Media site to connect with others in your neighborhood. You can answer fellow member's questions. Share information about crime and safety issues. Recommend local businesses and services. Sell, share, or give away personal items that you no longer want or need. Discuss community issues and spread the word about local events. Provide support to fellow members in need.

FACEBOOK, Websites, Hootsuite. Get online and check out the different ways you can advertise your business. Pictures, hours of operation, specialties are all great info.

1. Offer Photo Restoration.
2. Learn Photoshop to "tweak" photos.
3. Sell photos of community events and landmarks.
4. Carry items like gifts, stationary, etc.
5. Offer laser printing or etching.
6. Engrave funny sayings on wood to sell.
7. Refurbish old doors, furniture to sell.
8. Giveaways to your customers with your name on them like pens or tape measures.
9. Offer wine.
10. Use social media, younger generation lives on it.
11. Offer classes, have an Open House to show off their art.
12. Referral discount, quantity discount, offer gift certificate to a local restaurant.
13. Join up with other local stores for group advertising, events.
14. Honesty. Treat your customers with respect. Build trust.

Website

Take a moment to browse through our wonderful website. Discover our full page photos of Nelson's complete line of quality wood mouldings. Order more for your framing wall. Read through our newsletters and advertising success stories. Get the Sales first!

Visit www.nelsonsmoulding.com
today!

Equipment For Sale

For sale, Mini-Mitre fillet cutter. A compact, tabletop cutter with dual blades pre-set at 45° for perfect mitres every time. \$75.00. Please call Barb at (231) 271-3810. Must pick up.

Housekeeping

Please note, the Nielsen Velcro Clips for metal frames have been discontinued.
