

Nelson's Moulding and Frame

www.nelsonsmoulding.com

CHOP TALK-APRIL 2012

1-800-289-2467

ONLY THREE MORE WEEKS LEFT!

until Traverse City's
13th Educational Seminar
on April 28-29, 2012

SIGN UP NOW!!!

Don't miss out on this fantastic seminar!
Five awesome speakers!
Hands on experience!
We've already added another class!

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



Linda Pujo taught her "Understanding Competition Judging" class in Louisville on Saturday, March 17, 2012.

Linda has you put your "judge" hat on and then takes you step by step through seven different framed pieces. The class "as a whole" critiques each piece as it would be evaluated in an actual OPEN or PRINT Competition.

All of the pieces are examined in three major areas; Visual Impact & Overall Impression, Design & Creative Elements, and Technique. Lastly, the judges list the strongest and weakest element of the framed piece.

Linda's class is essential if you plan on becoming an accredited judge for a PPFA Competition.

If you plan on entering into an OPEN or PRINT Competition, this class is very informative, it will give you a good base on how to frame your Competition Piece. Some comments that were made were, "Now I feel more comfortable entering into the PPFA Competitions, knowing what the judges are looking at."

Now you have the opportunity to take this class on Saturday, April 28th at the TC Seminar!

THE LOUISVILLE SEMINAR WAS A SUPER SUCCESS!

See what happened in Louisville below!

The Louisville Kentucky Seminar, "Put the "Wow" in Your Frame Shop", was held on March 17-18, 2012. Four different PPFA Chapters joined together for a weekend of education and the OPEN and PRINT Competitions. What an amazing weekend!

It began Saturday with a tour of Designer Moulding. Harold Milby, National Sales Director and Nathan Floyd, Vice President of Cardinal Aluminum guided us through the complex steps in producing metal moulding.



Harold Milby



Nathan Floyd

The metal starts off in large cylindrical raw aluminum rods. It is then heated to 575-1100 degrees and forced through the "die cast" which forms the shape of the metal.



The heated metal extrusions are gently pulled as they come from the oven to ensure the shape is retained.



The metal is then cut into lengths.

At this point it is ready for painting.



Or, anodizing.



Every single length of metal after it is extruding is personally handled for the painting, anodizing and packing.

THE WINNERS OF THE PPFA COMPETITION!



Ken Link Robin Gentry Joyce Michels Mike Drury Barb Pelton

Meet the
Judges...

MID-AMERICA CHAPTER-OPEN COMPETITION						
O P P E N I N D I A N A C H A P T E R C O M P E T I T I O N	1st Place	2nd Place	3rd Place	Popular Choice	Judges Award	
	Jayanna Killingsworth Michel's Frames & Things St. Robert, MO	Robin Shively Corner's Gallery Florissant, MO	Kella Marchal and Glenda Link Picture This and More Alton, IL	Jayanna Killingsworth Michel's Frames & Things St. Robert, MO	"High Point First Time Entry Award" Robin Shively Corner's Gallery Florissant, MO	"High Point First Time Entry Award" Kella Marchal and Glenda Link Picture This and More Alton, IL
	KENTUCKY/TENNESSE-OPEN COMPETITION					
	1st Place	2nd Place		Popular Choice	Judges Award	Judges Award
	Mikki Kavich, CPF Mikki's Frame Shop Crossville, TN	Steven Hamm Bluegrass Frames Nicholasville, KY		Mikki Kavich, CPF Mikki's Frame Shop Crossville, TN	"High Point First Time Entry Award" Steven Hamm Bluegrass Frames Nicholasville, KY	"Creativity and Innovation" Mikki Kavich, CPF Mikki's Frame Shop Crossville, TN
INDIANA CHAPTER-OPEN COMPETITION			NORTHERN OHIO-OPEN COMPETITION			
1st Place	Popular Choice		1st Place	Popular Choice		
Dawn Baker I've Been Framed New Castle, IN	Dawn Baker I've Been Framed New Castle, IN		John Barlowe Frame Shop Art Gallery & Gifts Holland, OH	John Barlowe Frame Shop Art Gallery & Gifts Holland, OH		
KENTUCKY/TENNESSE-PRINT COMPETITION						
1st Place	2nd Place	3rd Place	Popular Choice	Judges Award	Judges Award	
Mikki Kavich, CPF Mikki's Frame Shop Crossville, TN	Alan Rideout South Hill Gallery Lexington, KY	Mike Drury South Hill Gallery Lexington, KY	Mikki Kavich, CPF Mikki's Frame Shop Crossville, TN	"High Point First Time Entry Award" Alan Rideout South Hill Gallery Lexington, KY	"Creativity and Innovation" Kella Marchal and Glenda Link Picture This and More Alton, IL	
NORTHERN OHIO-PRINT COMPETITION						
1st Place	2nd Place	3rd Place	Popular Choice	Judges Award	Judges Award	
Mikki Kavich, CPF Mikki's Frame Shop Crossville, TN	Diane Chappell Chappell's House of Pictures & Frames Salem, OH	Amy Engdahl The Artful Framer Akron, OH	Mikki Kavich, CPF Mikki's Frame Shop Crossville, TN	"High Point First Time Entry Award" Steven Hamm Bluegrass Frames Nicholasville, KY	"Creativity and Innovation" Mikki Kavich, CPF Mikki's Frame Shop Crossville, TN	

Take a walk through the Educational Seminar

Sunday's Educational Seminar began with Linda Pujo's class, "Design with Impact". She discussed so many ways to make a regular frame job into an amazing piece with great design. She had so many different examples to look at visually. I liked that most of her ideas were very cost effective and an impact could be made with very minor changes. I learned a lot about the different aspects to consider when framing a piece; line, color, texture, shape, intensity, and space. I highly recommend taking this class if you have the opportunity.

After a brief break, I attended Matt Puchalski's class, "Frame Shop of the Future". Matt spoke about taking your traditional custom frame shop and "adding" other services to keep it current with today's technology. He utilizes a large Digital Printer in his Frame Shop, stating; "All prints need a frame". He is able to provide custom imaging for his customers.

I walked away with a lot of knowledge on the importance of a website for advertising. Websites are a super source of advertisement at a low cost. You can post weekly updates, important information like upcoming sales, show off your framing visually and do a monthly newsletter.

I discovered that Matt handles a lot of commercial accounts via email. He will send pictures of a selection of prints and wood frame samples that he has put together in a small presentation. The customer chooses the print and frame, he prints off the prints on his digital printer, frames them up and then hand delivers/hangs them at the commercial location.

At this point, everyone broke into their individual PPFA Chapters for the Chapter meeting. Then a light lunch and off to Barb Pelton's class, "Visual Merchandizing".

There was so much good information in Barb's

class. Really standing in your Frame Shop and taking a good hard look at what you have and what you can do with that space. I liked her "basic level" thinking of making sure that your walls, floors, carpet, ceilings and lights are in good repair. Customers will notice this first.

The other idea that I liked was the "floor plan", knowing your shop and where you can place good visual merchandizing areas is essential. Utilizing your local "resale" stores or yard sales to obtain display "props" and bolts of fabric are great cost saving ideas.

I was excited about the different ways to "recreate a space" within your frame shop to keep things fresh. Customers will always have new displays to browse.

The days events ended with a big "drawing". All of the vendors had giveaways and every Frame Shop left with a little something. What a great weekend.

13th Educational Seminar, Traverse City, MI on April 28-29, 2012

Saturday, April 28th's Events!

CPF 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 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.

Please contact PPFA, 3000 Picture Place, Jackson, MI 49201 @ 1-800-762-9287 to register for the exam. The exam takes place at Nelson's on April 28, 2012 at 9:00am.

PPFA OPEN and PRINT Competitions!

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 chop from the Nelson's Wood Moulding Line to any framer who participates in the PPFA PRINT or OPEN Competitions held on April 28, 2012 at Nelson's Moulding and Frames 13th Educational Seminar in Traverse City.)

"Understanding Competition Judging"

Linda Pujio, MCPF will be teaching this class. This class is required 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 individuals will take part in the actual judging 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.

SUNDAY'S EVENTS!

Shadowbox Mounting: Can you frame this?

Patrice Marquardt, CPF will be teaching this class on interactions of materials, the pull of gravity, acidity, and reversibility will be examined. Discussions of the techniques for protecting items safely for the long term. In this hands-on workshop, attendees will construct a take-home shop example.

PPFA Meeting will take place for the Great Lakes Chapter!

Assembly Options for Shadowboxes & Floater Frames

Tim Sykora will focus 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.

Two-sided Mouldings

Jill Plamper will teach a class on Two-sided mouldings and their uses. She will discuss the construction of a two-sided office sign with the ability to change the signage quickly and easily, also touch upon joining techniques and jigs, the routing process, assembly and cost effective mounting brackets, as well as, examples of two-sided moulding for framing Stained Glass and reviewing the mill work, veneering, finishing and assembly.

Textiles: Identification and Mounting

Joyce Michels, MCPF will be teaching this class. 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 examples and ways of mounting them.



DINNER

Please join us Sunday Evening for a complimentary dinner by Visions @ Center Pointe at the end of the seminar. Visions overlooks the breathtaking beauty of Grand Traverse Bay. Enjoy a walk on the dock or feel the cool breeze while standing on the wrap around patio.

We will begin with a wine and cheese hour, a wonderful time to relax and do last minute networking.



HOTELS

Americinn Motel & Suites-938-0288	\$69.90	Hampton Inn TC-946-8900	\$ 89.00
Baymount Inns & Suites-933-4454	\$79.95	Holiday Inn (Acme)-938-2600	\$89.95
Bayshore Resort-935-4400 (2 night minimum)	\$125.00	Holiday Inn (TC)-947-3700	\$199.95
Best Western-946-8424	\$99.99	Motel 6-938-3002	\$45.99
Cherry Tree Inn-938-8888	\$91.00	Park Place Hotel-946-5000	\$129.99
Courtyard by Marriott-929-1800	\$119.00	Parkshore Resort-947-3800	\$79.99
Days Inn and Suites-941-0209 (Say you are with Nelson's Seminar)	\$73.94	Pointes North-938-9191	\$89.00
Econo Lodge (M-37)-943-3040	\$54.95	Quality Inn by the Bay-929-4423	\$59.99
Fairfield Inn-922-7900	\$79.00	Sleep Inn-938-7000	\$69.99
Grand Beach Resort-938-4455	\$99-119.00	Sugar Beach Resort-938-0100	\$99.00
Grand Traverse Resort-534-6000	\$166-202.00	Super 8 Motel-938-1887	\$59.98
Great Wolf Lodge TC-941-3600	\$189.99	TC MI Travelodge-922-9111	\$44.39
		Traverse Bay Inn-938-2646	\$59.00
		Comfort Inn-947-5436	\$109.00

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EQUIPMENT FOR SALE!

16-16x20 Oak oval frames, 2 1/2 wide.
\$20.00 each or take all for \$15.00 each. About
20 antique frames, various sizes, a few rather
large. Most need some TLC. A couple date
back to 1880 with original picture in them.
\$200.00 OBO. Call Craig @ 989-781-7740.

Like new 36x48 Bienfang Dry Mount Vacuum Press with floor stand and boxes of release paper, finish guard, etc., \$5,826.46 OBO.
Call Grace @ 765-661-9063

Cassese Underpinner Pneumatic Floor Model (CS89). Weighs 55#, bought new in 2004. Asking \$1,450. Call Sandy @ 231-882-7601.

2 Custom Built Sales Counters, both are 74" Wide x 42" Deep x 37" High covered with Peach Formica with brushed silver accent strips.

1st Counter: 3 Horizontal Shelves, 53" wide x 38.5 deep x 9" high. 1 vertical opening 15.25 wide x 38.5 deep x 29" high.

2nd Counter: 10 drawers, 7 @ 44.5" wide x 37.75" deep x 1.5" high. 2 @ 44.5 wide x 37.75" deep x 4.75 high. 1 @ 18.75" wide x 37.75 deep x 4.75 high. Plus, four vertical openings @ 4.5" wide x 39" deep x 22.5 high. The smallest drawer is above the vertical opening.

I also have other custom built display shelves and tables that match the counters if interested. Contact Barb @ 419-224-0687 or 567-712-4974. Email jyoung@woh.rr.com.

Fletcher 3000 Multi Glass cutter, 48x60, \$600. Seal Masterpiece 500T-X Dry Mount Press, \$600. Bainbridge C&H Oval Master Jr., \$100. Lots of misc. items. Please call Tim @ 260-715-2372.

EQUIPMENT NEEDED

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

Looking for an Underpinner. Please call John @ 765-962-0214.

Looking for a 48x96 Vacuum Press. Please call Barb @ 573-785-6178.