

# JANUARY 2015 CHOP TALK

## *Nelson's Moulding and Frame*

17TH ANNUAL EDUCATIONAL SEMINAR IS SUNDAY, MAY 3, 2015



### THE EARLY BIRD GETS THE SAVINGS!

Bring yourself and others from your frameshop for one special rate. The sooner you sign up, the more you save.....

January=\$30 per shop

February=\$35 per shop

March=\$40 per shop

April=\$45 per shop



### TAKE THE CHALLENGE!

Every business owner has the ability to increase profit, a simple idea to upsell at your cash register could bring in extra profit. We challenge you to come up with an idea to "upsell" at your cash register. Bring your idea to the 17th Educational Seminar and.....share a great idea or receive a great idea

Everyone will vote for their favorite Upsell Idea. The person who wins, wins a prize!



### NELSON'S PRINT FRAME COMPETITION...

#### WIN A PRIZE!

#### CELEBRATING OUR HEROS!

Take the opportunity to enter our Print Frame Competition! This year we will celebrate our local heros. A hero exemplifies qualities of courage, leadership, special abilities, and models good traits.

Enter our Print Competition and you will benefit....

-Nelson's will provide you with a free wood chop for your competition piece

-If you place First, Second, or Third or popular choice you will win a prize

-Nelson's will put together a Press Release for your competition piece in your local newspaper

-It is a way to personally challenge your skills and talents as a framer

-It is a way for your employees to test their skills and talents as a framer

-You will receive recognition from the judges and your peers.

-It is a super way to "show off" your talent when you hang your competition piece up in your Frame Shop.



### ARE YOU A MEMBER OF THE PROFESSIONAL PICTURE FRAMING ASSOCIATION? IF NOT, YOU COULD GET A FREE CASE OF SINGLE LITE MUSEUM GLASS!!!

Become a member of the PPFA. If you have never been a member, or it has been five years since your last membership, you qualify. If you sign up to be a new PPFA member and pay for your membership at the seminar, you will receive a single lite case of museum glass.

or

Are you a current member of the PPFA? Then, bring a non-member to the seminar, have them sign up and pay at the seminar, and you will receive a single lite case of museum glass.

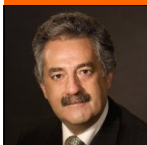


### COUPONS COUPONS COUPONS COUPONS COUPONS COUPONS COUPONS COUPONS COUPONS

Another bonus for attending Nelson's 17th Educational Seminar.....a sheet of coupons that will bring you huge savings on wood chops, metal chops, wood length, glass, foamboard, matboard and supplies!



## WORKSHOPS/SPEAKERS



**Michael Pacitti, IDEC, CPF**, is 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. He has been associated with the Color Marketing Group since 1990 and the Color Association of the United States (C.A.U.S) where he has been teaching seminars on color and design to interior designers throughout North America, Europe, and China for 25 years. He has also written numerous articles on color and design and is a professional certified educator with IDEC Interior Design Educators Council, resulting in his accessible style of conducting informative and interactive workshops.

**An Interactive Color & Design Education:** This seminar will focus on color and its effect on trends. You'll find out how and where stylish and traditional colors have been used in art and framing over the past 100 years., giving you a solid understanding of how to forecast the next big trends. You'll also discover innovative matting techniques for determining color themes and variations as well as helpful tips for successfully guiding your customers through the color selection process for matting and framing. Recognizing Colors in Period Design will be a powerful tool when working with your customer. Now's your chance to learn more about the language of color to help you communicate there ideas effectively to your clients, generating more sales for your business.



**Diane Iglesias** 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 lived in Mexico with her husband for 12 years, during which time she became captivated by the rich and colorful culture of the Mexican artisans. She owned a small potter factory that produced her original hand painted designs. Her company grew to 25 employees, exporting her pottery to Argentina and the US.

**Mat Enhancement:** Have you ever been frustrated because you don't have the exact color you need for a mat, or want a special textured look that isn't available in a mat board? You will practice a technique that has worked for Diane to solve both these special cases in her "Hands on" Mat Enhancement class. Ultimately, putting your own special "custom" into your custom framing jobs.

## PANEL DISCUSSION

The Panel discussion will give everyone an opportunity to share their "up-selling at the counter idea". These ideas give business owners have the ability to increase profit. Nelson's challenges each of you to create an idea that will increase profit in your frame shop. Each idea will be presented during the panel discussion and everyone will vote for the best idea. The greatest benefit is that you will share a super idea and receive many other ideas to take back to your frame shop.

## VENDORS

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

Carol, from Frame Ready, will speak for 30 minutes about the software program that Frame Ready offers.

## PPFA MEETING

It is our honor to once again host the PPFA meeting. Become a PPFA member and you will enjoy the following:

1. Help from experts.
2. Special offers from participating vendors.
3. Competitive insurance pricing.
4. Ready to use marketing tools.
5. Education, networking, and Framing competitions.
6. Cutting edge products and services.
7. Certification and membership discounts.

# The Midwest Framing Workshop Highlights

The Midwest Framing Workshop was held at the Michigan League Building in Ann Arbor, MI. The guest speaker for this event was Hugh Phibbs, former National Gallery of Art Conservator. Phibbs spoke on “Hinging That Works for You; Methyl Cellulose Explained” and “Understanding the Components of the Frame”. Very positive comments from attendees, for example, Trude Bigelow of Beveled Edges stated, “This program was so informative that if you weren’t taking notes, you were missing a lot. Hugh Phibbs paced so much innovative information on preservation into these two classes. We are fortunate to have speakers like him, and some others, in our industry, who are actually anxious to help us learn....”

A chapter meeting was held with elections. The Great Lakes Chapter has decided to keep all officers the same and made Indiana and Ohio officers as “members at large” until they figure out the election process more completely.

Print competitions took place as well. The First place winner for the PRINT, OPEN, and popular choice for Ohio was John Barlowe, The Frame Shop Art Gallery & Gifts. The Second place winner for the PRINT competition was Christian Harwell, Cyrus Custom Framing. For the Great Lakes Chapter, Linda Wells, Bird’s Custom Framing & Art Supplies LLC took first place in the PRINT competition. Patrice Marquardt, Marshall Framing Studio, took first place in the OPEN competition.

A big thanks to the following Distributors for sponsoring the luncheon/beverage; Nelson’s Moulding and Frame, Larson Juhl and Urban Ashes. Thanks also goes to the Event Sponsors including; Frame Ready, Tru Vue, Mathews and Kent, Lifesaver, Frame Specialities and Roma Moulding.



## CALL-IN TIMES for customers on delivery routes

In order to serve you in the best way possible, please note our call-in times for your delivery.

ROUTE	DELIVERY DAY	ASSEMBLES Call in by....	CHOPS, GLASS, MATS & FOAMBOARD Call in by....
Traverse City	Monday	12pm prior Thursday	12pm Monday
Detroit Tuesday	Tuesday	12pm prior Friday	12pm Monday
Grand Rapids Tuesday	Tuesday	12pm prior Friday	12pm Monday
South MI/Chicago	Tues/Weds	11am prior Friday	11am Monday
Northern Michigan	Wednesday	12pm Monday	12pm Tuesday
Traverse City	Thursday	12pm Tuesday	12pm Thursday
Grand Rapids Thursday	Thursday	12pm Tuesday	12pm Wednesday
Detroit Friday	Friday	12pm Wednesday	12pm Thursday
Upper Peninsula	3rd Thursday of every month	12pm Monday	12pm Wednesday

## PRICE INCREASES

**Price increases from Nielsen and Bainbridge beginning on January 5, 2015.**

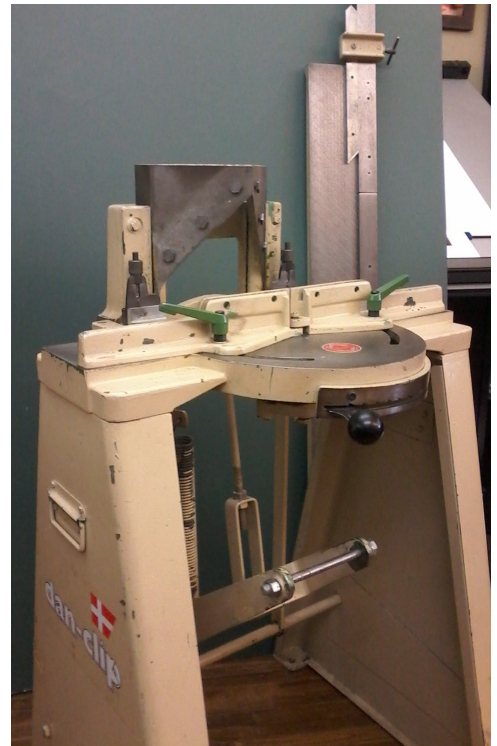
Bainbridge mats: 6%      Nielsen Hardware: 6%      Nielsen Metal: 6%      Bainbridge Foamboard: 0%

Nelson’s Moulding will follow suit on February 2, 2015.

## Equipment for sale.....Equipment needed

Jyden (Dan Clip) foot operated chopper=\$520.

Contact Gregg @ (231) 775-8282



## ASSISTED SHIPPING PROGRAM WILL SAVE YOU A LOT OF MONEY

Nelson's assists our customers by absorbing a huge part of your cost to have a wood/metal chop shipped to your frame shop. UPS has increased their rates. Nelson's held shipping costs steady for over two years and is now updating our shipping cost chart. Be sure to call Nelson's Moulding and Frame at 1-800-289-2467 to check out your savings.

### **REGISTRATION FOR THE 17TH EDUCATIONAL SEMINAR, SUNDAY, MAY 3, 2015**

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

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

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

**SEMINAR COST PER SHOP= \$45** (Early Bird Special. Register in: January=\$30 February=\$35 March=\$40 April=\$45 )

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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