Seminars and Workshops 

June 5&6, 2022 - Worcester, MA

The Future of Digital Marketing for Framers - Sunday June 5  8:15 – 10:15 am
The pandemic may have slowed global trade, but it managed to accelerate the importance of digital marketing. For many, digital marketing has become an opportunity to gain a competitive edge in the market. Traditional marketing methods are quickly become outdated. We’re living through a paradigm shift that is changing consumer behavior. When it comes to digital marketing and its constantly changing landscape, there has been a paradigm shift that propels businesses to post more personalized content, adapt new SEO rules, and embrace smart digital technologies. In this session, we discuss several online marketing tools and how you can use them to reach a new generation of buyers. **Sponsored by True Vue.**

Fundamentals of Frame Design – Sunday June 5  1:45 – 3:15 pm
This class teaches the basics of effective design by applying the 6 primary design principles to the core concepts used in the industry. By the end of this class you’ll understand how to think like a designer and how to put all the elements of design (color, line, shape, texture, space & form) together to create memorable frames to win customers’ hearts. You’ll get ideas for incorporating these techniques to create beautiful framing projects with confidence. **Sponsored by True Vue.**

Frame Designs to Inspire - Monday June 6  9:30 – 11:30 am
Get inspired with Meg’s award-winning frame designs and learn tips for using these creative framing ideas to “wow” your customers. From unique touches to stunning shadowboxes and artistic CMC mat details, you’ll get ideas and advice to elevate your frame design and grow your custom framing sales. See new design ideas, get tips on how to sell your creativity and get advice on how to price your inspired designs. **Sponsored by True Vue.**

Social Media Strategies for Busy Framers – Monday June 6  2:30 – 4 pm
Businesses that know how to use social media effectively will be the ones that thrive in the future. Make sure you’re one of them by learning how to attract new customers with Facebook and Instagram. Discover everything you need to know to improve your social media marketing, from how to create a business page to using Insights to reach the right audience and create memorable content to attract new buyers. Learn how to decipher Facebook Ads Manager: improve customer engagement and grow your business. **Sponsored by True Vue.**

About the speaker: Meg Glasgow, owner of Finer Frames, is a nationally recognized consultant in the art and framing field and winner of Larson Juhl’s first Design Star competition in 2013. She travels widely in the U.S., presenting sales and marketing seminars for small businesses; and she has published her second book, *Recharge Your Business.* She was named Meridian’s 2005 Woman of the Year, a finalist in the Idaho Woman Entrepreneur of the Year for 2004, 2017 & 2021. Finer Frames received the top distinction with the Top 100 Art & Framing Retailers Award in 2003. The company, which she founded in 1999, has earned national exposure framing for ABC’s “Extreme Makeover: Home Edition” and “Designing Spaces” on Lifetime Network.
Seminars and Workshops cont...

**Preservation Supports** – Sunday June 5  3:30 – 5 pm
All kinds of stuff that holds things without hurting the things it’s holding. *No drywall screws allowed.*

**Preservation Enclosures** – Monday June 6  9:30 – 11 am
How to put things into stuff that holds said things in place safely. *Kinda like Tupperware only different.*

**Simple and Safe Hinging / Preservation Adhesives** – Monday June 6  2:30 – 4 pm
Learn minimally invasive hinging techniques for items on paper whose edges need to show or are too thin to support their own weight

**Fantasy Frame Finishes** - Sunday June 5  8:15 – 10:15 am
Learn how to express your creativity by creating one-of-a-kind, custom textured frames and mats. *(2-hr hands-on workshop) – Space is Limited*

**Identifying and Proper Handling of Needleart** - Sunday June 5  1:30 – 3:00 pm
This class will show examples of many different types of needle arts to help framers identify the different kinds and how best to mount or handle them.

**About the speaker:**
Hugh is really smart and you should listen to what he has to say about stuff. He spent many years as a conservator for the National Museum of Art and is recognized as one of the foremost authorities on all things conservation and preservation. So simply put, he is a preservation ROCK STAR!

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**About the speaker:**
Mikki has been framing for 35 years and has owned Mikki’s Frame Shop for the last 15. She is an MCPF and multiple PPFA Framing Competition winner who enjoys creating custom wood finishes, painted frames and hand carving. Mikki posts regular hands-on and how-to videos on her Facebook page, often featuring her mischievous shop cat named Dude.
Seminars and Workshops cont...

**Period Design - Sunday June 5  10:30 am –12 pm**

Just as Custom Framing Designers have a direct influence on the places and spaces we occupy, much of their ability stems from continual research within specific periods of design. From color to culture, these creative individuals have the proven ability to combine art and engineering to the final form of spatial design.

Period Design is an interactive accredited and IDEC workshop that covers a time-line of nine periods in design dating from the Classical Period to today’s Transitional Period. Each specific time period reveals its own historical categories of picture frame mouldings, interior design, period colors, color trends, architecture, art, motifs, ornament, patterns, texture, influences, discoveries and the “Overall Custom Framing Design Process.” You will learn the proper art, colors, motifs and ornamentation associated with all nine of the periods of design.

This highly advanced program is interactive, educational and participative. This event also includes numerous visuals, mood boards, custom framing design tools and where to find and use vital custom framing design information. **Sponsored by Crescent Cardboard**

**Design Trends - Sunday June 5  1:30 – 3:00 pm**

This seminar will explore the latest popular Design Styles Like Art Deco, Mid-Century Modern Japandi, and Industrial Modern. This seminar is accredited through IDEC and ASID (American Society of Interior Design and Interior Design Educator Council). **Sponsored by Crescent Cardboard.**

**About the speaker:**

Michael Pacitti, I.D.E.C., CMG, CPF, has worked in the interior design, art, photography and custom framing design industry for more than 25 years. Michael is currently the Director of International development for Crescent and has written numerous articles on color and design and is a professional certified educator with IDEC Interior Design Educators Council, PPFA North America, and WCAF Education resulting in his accessible style of conducting informative and interactive workshops. Michael has been teaching seminars on color and design to custom picture framing designers and interior designers throughout North America, Europe, Australia and China for more than 25 years.

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**Valiani – Beginner to Intermediate – Monday June 6  9:15 – 10:45 am**

An in-depth look at the Valiani V-Studio Software Suite. Create, SmartCut & CorelDraw-Adobe Illustrator Interface. Live demonstration. **Space is limited - Sponsored by Crescent/Valiani**

**About the speaker:**

Chuck Terry – Has been working with CMCs in the Picture Framing Industry since 1996. He has been responsible for over 1000 CMC installs both in the US and abroad, Technical Support Manager, Project Developer in both hardware and software and an Educator for CMCs. As the Crescent Valiani Support Manager he oversees all the Technical and Sales aspects of the Valiani product line for Crescent Cardboard Company.
Formulas for Adding Decoration – Sunday June 5 10:30 am –12 pm
Framers often think that the skill of decorative matting centers on creating the shapes of the cutouts, but placement is equally important and frequently forgotten. Provided will be a few formulas for including decorative elements along with examples of simple, readily available shapes. Brian’s classical, understated approach will help you begin doing more interesting matting with lots of choices for opening shapes, grooves, and lines. – Sponsored by Wizard International.

Creating and Refining Captions (CMC decorative elements)  
- Monday June 6 9:15 – 10:45 am
There are thousands of fonts to be discovered. Debossing and pen drawing have made small captions possible—including full names and even sentences. Captions should therefore be a big part of a framer’s designs. To make every caption look its best, though, there are a few spacing hints to be understood. Then, by expanding these processes beyond mere practicality, there are typography devices that make captions irresistible. Seating is Limited - Sponsored by Wizard International.

About the speaker:
Brian Wolf, CPF, GCF began framing pictures as a part-time job while attending Iowa State University. He quickly realized that mat embellishments always grabbed customers’ attention. In 1978, he began demonstrating his hand-carving technique for mats at conventions and soon began teaching classes for the PPFA. Since 1989, he has led workshops around the world on his matting techniques. He has authored books, appeared in videos, and is a regular contributor to PFM. In 2002 he joined Wizard International, where he contributes his framer’s point of view and artistic touch to product development.

The ABCs of Framing - Sunday June 5 10:30 am –12 pm
Harry will review and discuss the picture framing basics. Designed for the “newbies” this seminar will cover a range of topics from materials and techniques to tools and terminology. Even those with years of experience might benefit from a little refresher.

About the speaker:
John “Harry” Gaston, MCPF started his framing career working as a part-time fitter for a family owned frame shop back in 1987. Over the past 35-plus years, Harry worked briefly as a sales rep for a regional wholesale distributor and spent many years as an Operations Manager for a nationwide picture framing chain, where he was responsible for over 130 stores and 400 employees. Since starting his own business, Gastonart & Frame Inc. in 2004, his business has grown to consist of three retail stores as well as a partner satellite location offering custom picture framing and digital printing service.
Seminars and Workshops cont...

**Stamps, Stickers and Mounts, oh my! - Sunday June 5  3:30 – 5 pm**
This class will showcase the four Silhouette America products that can be used to enhance the way a small shop can design, fit, and brand. Class attendees will be guided through the basics of creating custom stamps, create custom stickers, cut custom vinyl decorations and cut mylar spiders for mounting various objects. – **Sponsored by Silhouette America**

Stephen Mark, CPF

**About the speaker:**
Stephen Mark founded Make Your Mark Framing Company in 2017 in Dickson, TN. A draftsman by trade, Stephen utilizes his knowledge of CAD/CAM software and 3D modeling techniques anywhere he can in the frame shop. He thrives on taking tried and true framing methods and making the process easier through technology. Stephen is a proud member NEPPFA and received the PPFA’s 2019 L. Thomas McKeon CPF Scholarship.

**Framing) Outside Your Comfort Zone – Monday June 6  8:15 – 9:45 am**
Since hanging out my shingle as The Frame Master, I’ve been increasingly drawn to custom frames that defy historical convention. As it turns out, many of the artisans launching these creative lines are retail framers. Which of you will be inspired to bring your own design ideas to market? – **Sponsored by The Frame Master**

Rob O’Donnell

**About the speaker:**
After 27 years as a custom, closed corner picture frame designer and manufacturer, Rob stepped out on his own as The Frame Master; the first picture frame broker in our industry!

**Matboard Production Myths and Facts – Sunday June 5  10:45 am – 12:15 pm**
Everything you have always wanted to know about matboard quality and their production process can be found in this class. From how not to be fooled by loosely used terms like “acid free,” “archival,” or “conservation,” to clarification on myths and misconceptions that have been prevalent in the matboard industry. Technical expert and company President, Alan Yaffe, of Peterboro Matboards will go through several different matboard standards and how they differ around the globe. He will also hold a Q&A period to answer any matboard related questions. - **Sponsored by Peterboro Matboard**

Alan Yaffe

**About the speaker:**
Alan Yaffe is the President and Technical Expert at Peterboro Matboard Co.
Seminars and Workshops cont...

Non-Invasive Object Mounting - Sunday June 5  8:30 – 10 am
This class is all about mounting three-dimensional objects without damaging them, including mounts for items to be removed/replaced in the frame. Illustrated handouts describe unique, non-invasive, innovative mounting methods using clear polyester film, formed rods, wire, fabrics, and manufactured mounting materials. Mounting boards and reinforcements are also discussed.

Fundamentals of Mounting – Sunday June 5  3:30 – 5 pm
Mounting is one of the most time-consuming and risky procedures of framing. This class will show you how to make the most of your mounting opportunities, as well as how to avoid common mistakes. Learn the fundamentals of dry mounting, from preparation and equipment operation, to recommended techniques and materials. Discover the relationship between mounting and preservation.

Direct Contact Overlay (DCO) - Monday June 6  9:30 – 11:30 am
This lecture is about protective, non-invasive, reversible mounting techniques for textiles, documents, and objects. Clear polyester film, fine mesh fabric, and acrylic overlay techniques provide gentle, overall support for old, fragile, flat items that might be damaged by traditional mounting methods and materials. Hockey pucks, golf balls, baseballs, tennis balls, and other spherical objects may be fully supported and beautifully displayed in fine mesh fabric mounts. Learn how to use high-technology glazing products and fabrics for innovative float mounting without harm to valuable collectibles. These nearly invisible, innovative mounting methods can add to your framing expertise and your bottom line.

Framing for Difficult Customers - Monday June 6  1 – 2:30 pm
Framers – and all other retailers – know it is easy to work with people we like, and it is even easier to work with people who like us. But that’s not always the case, is it? Occasionally we all have to deal with a difficult customer. In this PowerPoint session, Jim sets the stage by describing how and why some customers may be difficult, and provides some insight from their perspective. As Jim suggests proven, traditional ways to deal with difficult customers, attendees are invited to share their experiences in a group discussion about new ideas for turning those difficult customers into valued repeat customers.

About the speaker:
James Miller, MCPF, GCF operated his retail storefront framing business, ARTFRAME, Inc. from 1988 to 2015, specializing in protective framing, with emphasis on creative framing of three-dimensional objects. He continues in the picture framing industry as an author, educator and consultant to framing practitioners and suppliers. Miller earned the Professional Picture Framers Association (PPFA) Certified Picture Framer (CPF) designation in 1999 and the Master Certified Picture Framer (MCPF) designation in 2004. As a member of PPFA's Certification Board in 1999-2001, he was a developer of the Master Certified Picture Framer (MCPF) program, and as Chairman in 2004, he oversaw a review and update of the CPF program. In 2002 he received the Guild Commended Framer (GCF) designation from the Fine Art Trade Guild in London, England. Miller has co-authored several PPFA publications and, as a staff writer for Picture Framing Magazine, authored numerous feature articles on various framing topics. He has authored three instructional books for picture framers: Mounting Objects with Clear Film, The Complete Guide to Shadowboxes and Framing Objects, and The Complete Guide to Direct Contact Overlays-DCO.
**Seminars and Workshops cont...**

**How to Build a $1M FrameShop - Sunday June 5   3:30 – 5 pm**
Taking a single location frame shop to a million dollars is no easy task. Find out key tools to get you over the million-dollar hump. Learn the risks, the benefits and the downfalls of fast growth. Learn how to study your market, your competition and customers in order to maximize your shop's output.

**Work ON Your Business not IN Your Business - Monday June 6  1:00 – 2 pm**
In this class, you will learn the changes you have to make in order to own your business instead of the business owning you. learn how to hire the right people, set up the right protocols, and build the right structure that allows to you benefit from business ownership. You will learn how to run a more profitable business, working less hours and enjoying the true freedom of being your own boss.

**About the speaker:**
Medi Bendanna is a frame shop owner with an unconventional approach to custom framing. Learning from the framing experts and using unique strategies from other industries, Medi was able to grow a tiny frame shop to a framing compound. With a focus on retail framing, he is on track to growing his business to 3 million dollars in sales with great retail margins.

**Hand Wrapped Fabric Mats - Sunday June 5   10:45 am – 12:25 pm**
Wrapping Fabric Mats and Liners is Easy, Fun, and highly Rewarding. Hand-wrapped fabric mats and liners add warmth, beauty, and a special appeal that is certain to garnish appreciation and enjoyment. Offering this beautiful framing option is easier and more affordable than ever. With our time-proven system, we have taken the mystery out of the process. Using the tools, adhesives, and procedures we recommend you will achieve professional results with only a few minutes’ practice. Elevate your art and imagery Fabric enhances the art, rendering a more attractive piece. Clean crisp corners are the hallmark of well-wrapped Fabric Mat. Fabric wraps offer more appeal, more design choices, creativity and customer satisfaction. All that and increased profitability. In this hands-on workshop attendees will learn how to successfully create amazing fabric wrapped mats. We will cover the basics of wrapping a mat as well as a liner. We will showcase the flexible fillet. Moises will share his proven techniques for wrapping and selling these truly custom mat options. - **Sponsored by Frank’s Fabrics**

**About the speaker:**
Moises is the VP of Operation for Frank’s Fabrics and a recognized industry leader. He has vast experience with the use and applications of had finished fabric items to be used in custom picture framing. Moises has been in the framing industry since 1992 and started with Frank’s Fabrics in 1998.
**Seminars and Workshops cont...**

**Cliff Notes Breakfast** – Monday June 6  8:00 – 9:15 am  
Breakfast Discussion - Ask any question! Everyone participates. Attendees of the past have said this is the most useful session they attend! Plus, you get Breakfast! - 

*Sponsored by Tru Vue*

**Acrylic Mounts** – Sunday June 5  1:45 – 3:15 pm  
Even you can make your own acrylic mounts. Heavy objects? Unusual 3D requirements? Use your acrylic left overs and make money. It's not hard, but there are a couple of little tricks that you'll pick up before we're done!

Cliff Wilson, MCPF

**About the speaker:**
Cliff Wilson, MCPF has owned Framed In Tatnuck for over 18 years. He has served in various positions with PPFA at both the chapter and national level. He has taught at the PPFA National Convention as well as numerous chapter events and was awarded the PPFA Award for Distinction for Leadership in 2015. Cliff spent 25 years in the computer industry, many of them in senior management positions and as a board member. He has also served on many nonprofit boards. He holds a BS in Mathematics and Computer Science as well as an MBA.

**Slaying Goliath; using technology and creativity to defeat the big box stores** - Monday June 6  10:30 am –12 pm – Sponsored by FrameReady  
How can your small shop compete against the big box stores who have perpetual “50%” off sales, more staff, and a seemingly unlimited advertising budget? It seems like an insurmountable challenge; but Sheila will show you how to use technology to help target and track your customers (don’t be scared, even if you’re not a computer whiz, she’ll give you some easy tips.) She will also give you some creative marketing ideas that will empower your shop and help you stand out against your competitors. You will return to your shop energized, inspired and ready to implement a new marketing strategy, that will increase your customer base and your profits.

Sheila McCumby

**About the speaker:**
As a former frame shop owner since the early 1990s, Sheila has a first-hand understanding of the challenges involved in running a small business. She used FrameReady in her own shop, and loved it so much she joined the company last year. She enjoys working with clients and showing them how FrameReady helps increase productivity and profits.
Miter Saws: Operation, Troubleshooting, Maintenance & Repair - Sunday June 5 8:30-10 am – Sponsored by The Fletcher Group

Your miter saw is the anchor of all your production and a key part of your business. Learn how to set up, operate, maintain, and repair CTD, Pistorius, AMP, and Cassese double miter saws. Topics include the initial setup of the saw and tables; the safe and proper operations, and normal maintenance, including proper adjustments of cutting heads and measuring systems. The session will also cover servicing blades, belts, spindles, bearings, and air systems. You’ll also learn other practical tips on how to get better quality and reliability out of your machines, and how to troubleshoot when problems come up. We will also have a short discussion on Joining machines. This class encourages questions and input from attendees.

About the speaker:
University of Pittsburgh, Electrical Engineering. Vollmer of America (17 years), Repair & maintenance, Sales, Design team for grinding machines and saw blades. SCMI (7 years), Regional Manager & Product Manager of CNC routers and Panel Saws. Tem-Tech / Atlas Saw (10 years), repair, design & sales of double miter machines and saw blades. Fletcher Business group, OEM & Services Manager

See the complete FRAMECON class schedule below!
VENDOR SHOWCASE:
Be sure to make time to visit our generous sponsors!

In the Grande Ballroom
Sunday June 5  12:30 – 5:00 pm
Monday June 6  11:00 – 3:00 pm
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<td>(Framing) Outside Your Comfort Zone - Rob O'Donnell 8:15-9:45</td>
<td>Miter Saws; Operations, Care &amp; Maintenance - Mike Reick 8:30-10</td>
<td>Non Invasive Object Mounting - Jim Miller 8:30-10</td>
<td>Fantasy Frame Finishes - Mikki Kavitch 8:15-10:15</td>
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<td>Period Design - Michael Paccitti 10:30-12</td>
<td>Formulas for Adding Mat Decoration - Brian Wolf 10:30-12</td>
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