



A Two-Day Picture Framing Event - June 9 & 10, 2019 - Worcester, MA

## Seminars and Workshops

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Mira Bishop, Designer

### ***The Design Process | A Guide to Great Design - Sunday June 9 @ 1:45 pm***

A comprehensive approach to the custom framing design process and how to impress customers with designs they will love. Create a loyal customer base by first discovering your customer's needs, taste and budget. Once you have gathered that important background information, you can then design a perfect customized solution. In this class we will analyze the appropriateness of: decorative, conservative, innovative and other design approaches. We will discuss mat board colors and widths, use of fabric, spacers, fillets and name plates as design elements. Impress customers at any price point from the "little black frame" to closed corner mouldings. The presentation will consist of many photos of different design solutions in hi- resolution and handouts will be given. (90 minute lecture) ***Sponsored by Larson Juhl***

### **About the speaker:**

Mira Bishop has a Bachelor and Master's Degree in Architecture. She is a co-owner of Oliver Brothers Art Restoration and Conservation firm, the oldest art restoration company in the United States, established in 1850. Since the mid-1980's Mira has been involved in architectural, interior, graphic and custom framing design. She is in charge of all aspects of custom framing at Oliver Brothers. A lifetime of design skills, education and experience have led her to expand beyond our business' traditional stylistic offerings to include cutting-edge contemporary design and unique framing solutions. Mira, an award-winning designer, creates truly unique picture framing and mirror design solutions working with a wide range of frame styles.

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Mikki Kavitch, MCPF  
Mikki's Frame Shop

### ***Beyond Traditional French Matting - Sunday June 9 @ 3:30 pm***

A hands-on workshop where you will learn to use the tools of Traditional French Matting but apply lines and panels in a contemporary way. We will also make a painted paper to use in a panel or for a bevel. All supplies are provided but if you have a favorite drafting pen bring it. (90 minute workshop)

### ***Exploring Bright Stains and Metal Leaf on Raw Wood - Sunday June 9 @ 10:00 am***

A hands-on workshop where we will work with commercial stains as well as create stains from things you may have in your shop. We will also work with metal leaf on the stained finishes. Bring your apron. (2 hour workshop)

### **About the speaker:**

Mikki has been framing for 35 years and has owned Mikki's Frame Shop for the last 12. She is an MCPF and multiple PPFA Framing Competition winner who enjoys creating custom wood finishes, painted frames and hand carving. Mikki post regular hand-on and how-to videos on her Facebook page. Most of which feature her mischievous shop cat named Dude.

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Mo Elyas  
Big Apple Art Gallery / Framers Only

**About the speaker:**

Mo Elyas owns two frames shops in NYC area and owns and runs the world's largest Facebook group for picture framers, FramerOnly.com.

***Instagram: How small frame shops can make money using Instagram - Sunday June 9 @ 3:30 pm***

Having difficulty generating real framing sales using social media? Don't know where to even start. Mo Elyas will show you easy to implement tips how to generate and track real sales using this powerful yet difficult to understand social media platform. (90 minute lecture) ***Sponsored by Framersonly.com***



Jim Reinhart, CPF  
Justin Brander, CBA

**About the speakers:**

Jim Reinhart, the owner of Wall Street Gallery in CT, and his faithful side-kick Justin Brander have spent decades in the framing business and have created some of the most unique custom frame finishes using almost anything they could get their hands on.

***Further Adventures in Shop Executed Frame Finishes - Monday June 10 @ 2:00 pm***

In this lecture/workshop Jim and Justin will discuss and demonstrate the many unique and creative techniques they use to create amazing one of a kind custom frame finishes every day. They may even let you try your hand at some too! (2 hour lecture/workshop)



John Harry Gaston, MCPF  
Gastonart & Frame, Inc.

**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 30 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 satellite location offering custom picture framing and digital printing service.

***Make Frames Make Money - Sunday June 9 @ 1:45 pm***

We all love to make frames, but we should also love to make money! Attendees of this class will gain a basic yet solid understanding of the essential elements and strategies required to operate a financially healthy framing business. They will return to their shops with the understanding needed to identify areas for improvement and the strategies needed to begin implementation. They will be armed with the knowledge to effect immediate and positive change in their business's profitability. (90 minute lecture)



Amanda Kidd-Schall, MCPF  
Framed In Tatnuck

***Hand Wrapped Fabric Mats - Monday June 9 @ 9:30 am***

In this hands-on workshop attendees will learn how to successfully create amazing fabric wrapped mats. Amanda will share her proven techniques for wrapping and selling these truly custom mat options. (2 hour workshop) ***Sponsored by Frank's Fabrics***

***Lacing Needle Art - Sunday June 9 @ 11:15 am***

Join Amanda for a brief demonstration where she will demonstrate the proper techniques for lacing needle art.(30 minute demonstration)

**About the speaker:**

Amanda Kidd-Schall is an award winning MCPF who applies her creativity and fine art education to custom picture framing. She joined Framed In Tatnuck in 2011 after graduating from Clark University. Amanda is the youngest person to earn the MCPF and is an Adjunct Professor at Clark University.

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Brian Wolf, CPF,GCF  
Wizard, Int.

***Wizard Frame Trace - Sunday June 9 @ 3:30 pm***

Wizard users know that PathTrace is the alteration and drawing program within MatDesigner. Trace is the FrameShop equivalent. It has many improvements and several added features. This introduction will use a series of practical designs to illustrate the tools and features - from bevel changes and shape refinement to drawing original designs. There will be a download of files and instructions available so that you can use the designs right away. Don't miss this opportunity for a closer look at the artistic side of the Wizard. (90 minute lecture) ***Sponsored by Wizard, Int.***

**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.

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Rob Markoff, CPF  
Gallery Services &  
Artrageous!

***Strip Lining Canvas and Fabric Art and Stretching Canvas - Monday June 10 @ 2:30 pm***

What do you do with a canvas that has no selvage? How about a painting that has been cut off the original stretcher bars? How do you select and use stretcher bars? How do you properly stretch canvas and giclee's printed on canvas? This workshop demonstrates the technique of STRIP LINING and shows the proper use of 8XX polyester fabric and BEVA to add stretching selvage to the edges of canvas. We also look at the variety of stretching supports available, learn how to select the proper support and review a better way to stretch that will save hours of shop time. After taking this class, attendees will have the knowledge and resources to overcome one of the biggest obstacles in dealing with canvas and fabric borne art. (90 minute lecture and demonstration)

*\*Meets the requirements for MCPF Continuing Education Credit -open to all framers, not just MCPF designees.*

***Splined Corners - Sunday June 9 @ 2:00 pm***

Splined corners are the hallmark of frame building craftsmanship. Take your framing skills to the next level!

This workshop will show you the equipment necessary and teach the process of adding splines to frame corners for strength and beauty. This is a working demonstration using jigs and a table saw to cut spline slots and create a finished splined frame. The process can easily be accomplished in even the smallest shop and yield beautiful professional results. (2 hour workshop)

***Framing Oversized Art - Sunday June 9 @ 8:30 am***

Framing oversized art poses a unique set of challenges such as sourcing materials, engineering, fabrication, physical workspace, materials handling, delivery/installation and pricing.

Rob will show you how to deal with all these issues and more. He will provide practical information on how to reinforce frames and make platforms that will add strength to your framing package. This session also covers the dynamics of working with large/thick acrylic and looks at new tools and materials with many uses in everyday framing. (90-minute lecture) ***Sponsored by Vermont Hardwoods***

*\*Meets the requirements for MCPF Continuing Education Credit -open to all framers, not just MCPF designees.*

***Shop Efficiency – Work Smarter Not Harder - Monday June 10 @ 9:15 am***

In this new class created especially for FRAMECON, Rob will review techniques based on time and motion studies and personal experience that will streamline your framing processes. Learn how to improve efficiency while reducing potential damage of your customer's art and your framing materials. Learn about tools and shop layout that will speed up and produce more consistent framing. We'll also review the use of jigs that speed up repeated processes. (90 minute lecture)

**About the speaker:**

Rob Markoff, CPF has been in the art and framing industry for over 40 years. With his wife, Barbara, he owns and operates Gallery Services, a contract framing and installation company, and Artrageous! an art and framing consultancy that specializes in corporate art programs. A widely respected industry leader, Rob received the Lifetime Achievement Award from the PPFA. He writes extensively for industry publications and has taught at framing venues across the United States, and in Canada, Australia, The UK and Russia



***Valiani – Beginner to Intermediate - Sunday June 9 @ 1:45 pm***

An In-Depth Look at the Valiani V-Studio Software Suite. Create, SmartCut & CorelDraw-Adobe Illustrator Interface.

(90 minute lecture) ***Sponsored by Crescent/Valiani***

Chuck Terry  
Crescent Valiani Support Manager

**About the speaker:**

Chuck Terry – Work with CMC's in the Picture Framing Industry starting 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 CMC's. As the Crescent Valiani Support Manager he oversees all the Technical and Sales aspects of the Valiani product line for Crescent Cardboard Company.



Medi Bendanna  
Best Picture Framing

***Brand Kick-Start - Monday June 10 @ 9:30 am***

In this class we will answer the following questions: What's a brand Identity and why do I need one? How do I develop one? How does it work? Attendees leave this workshop with the tools and knowledge to create your own style guide and creative guidelines. (90 minute lecture) ***Sponsored by Larson Juhl***

**About the speaker:**

Medi Bandanna owns and operate Best Custom Framing in Costa Mesa, CA with his wife Kristen. Medi is best known for his creative approach to marketing and the creation of Best Custom Framing's recognizable brand. A regular contributor on the Framers Only Facebook page, Medi has distinguished himself as one of the bright young minds in our industry.

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Cliff Wilson, MCPF  
Framed In Tatnuck

***Package Pricing - Sunday June 9 @10:45 am***

Consumers have repeatedly complained of custom framing complexity and that entering a frame shop is scary because of the unknown. Let's fix that. Package Pricing will incrementally increase your sales. This class will show you how to do it with more profit. Make it simple for your customers, simple to answer the phone, and make more money. (90 minute lecture)

**About the speaker:**

Cliff Wilson, MCPF has owned Framed In Tatnuck for over 13 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

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Linda Wassell, MCPF  
Fine Art Services

***Gilded Accents - Sunday June 9 @ 9:00 am***

Take your French matting designs to the next level by learning gilding techniques to add brilliance to your designs. We will explore several methods of gilded embellishments that can be applied to matting, or even to frames and fillets! Samples of their uses and combinations with lines and panels will be shown. Students will have an opportunity to create samples of gilded paper for use on matting (90 minute lecture/workshop)

***Traditional Glass Mats: E'Glomise - Monday June 10 @ 9:15 am***

This class explores the history and designs of the art of gilding on glass. Student will have the opportunity to apply the techniques involved in creating gilded glass using gelatin size, a technique that achieves a beautiful and brilliant surface. Sources for materials are provided, along with some pricing and selling strategies. (2 hour workshop)

**About the speaker:**

Linda Wassell, MCPF is owner of Fine Art Services in Spring, TX and now in Wilson, NY. She has 38 years of framing experience as well as a degree in fine arts. Linda's interests have always been in the time-honored traditions of framing such as French matting and gilding. She has taught these techniques at conferences and for chapters around the country and has written about them in publications such as For Members Only and Décor Magazine.

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Alan Yaffe  
Peterboro Matboard

***Matboard Production Myths and Facts - June 10 @ 1:00 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. (60 minute lecture) Sunday

**Sponsored by Peterboro Matboard**

**About the speaker:**

Alan Yaffe is the President and Technical Expert at Peterboro Matboard Co.

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