

# Nelson's Moulding and Frame

1-800-289-2467

www.nelsonsmoulding.com



## CHOP TALK-FEBUARY 2013



### WEST COAST ART & FRAME EXPO-VEGAS 2013

THE NEWBIES FRESH TAKE ON THE SHOW!

Las Vegas! O.K. sure so the entertainment is great, the food is wonderful, and the gambling is as you would expect, but the WCAF and the PPFA convention were awesome! My first WCAF event and I was not disappointed.

I really wasn't sure what to expect, I had heard all of the hype and the "you have to go's" that we all have heard, but I just really wasn't prepared for what I was about to experience. I didn't expect the vast number of people in each of my classes, or the friendships that are formed in an instant, and I was completely unprepared for the amount of knowledge that each one of my instructors possessed.

I was given the opportunity to take as many classes as I could handle, and opted to take full advantage of that offer. I picked a variety of classes that I thought could help expand my knowledge of the framing industry, from chemistry and physics with Hugh Phibbs, to talking conservation with April Hann Lanford, who runs the largest conservation center in the

world! Each instructor took their time and explained in detail what they were teaching the class. From novice to expert there was new information to be had. The instructors not only made it comfortable for everyone but accommodated all questions and concerns. Do you know the difference between conservation and restoration?

It seemed like everywhere I went I saw a smiling face, it may have been an old friend, but it also could have been a new one. This event truly highlights that we are all in this together, and that it is okay to associate with others that happen to do the same thing you do, they may even have some good ideas. Like Bonnie Palizzi and her new ideas on matboard designs or Jared Davis putting a new spin on his ideas to not only sell your frames, but to sell your business to the public. I learned the different properties to optimize the conservation of your customer's memories. Who knew you could put in place so many different conservators; barriers, scavengers, filters and buffers. With all of these op-

tions it's hard not to include one in each framing job.

When I left the show I felt both invigorated and intoxicated by the event. As a distributor you think that you know a lot about how to use frames, but I was even shown new ways to use floater frames in Chris Paschke's class on mounting. Everywhere you looked was something to be taken in. New techniques or old ones reconstructed for today's use. It was such a wonderful event I cannot say enough about it. I knew that I would come back with a bit of knowledge, but what I didn't know was how vast and valuable that knowledge could be. It's not Las Vegas that makes the show, it is the PPFA and the WCAF that makes the show.

*Stephanie Mroz is a Sales Rep for MO, MN, WI, NC and SC. You will also hear her voice when you call into Nelson's as a Customer Service Rep. She has been with Nelson's for six years. Ask her about the Top Secret Dragon!*

### SIGNATURE COLLECTION



The Signature collection is strong, bold and at the same time exhumes an air of sophisticated elegance.

The confident, rugged appeal of the Ebony Tone Veneer with its bold grain and the touch of rugged edges gives it an old world style. The beauty and elegance of the Mahogany Okoume Veneer will enhance whatever it touches, so pleasing to the eye.

The generous width of this moulding

demands attention on so many of your fine works of art. Nelson's designed this collection with an extra rabbet depth, giving you the space you need to fit mats, glass and backing board. A must have collection for any framing wall.

The Signature Collection will continue to develop and grow as we add additional larger mouldings in a variety of styles.

# Nelson's 15th Educational Seminar is Sunday, April 28, 2013

Join us for our 15th Educational Seminar at the Grand Rapids Art Museum located in Downtown Grand Rapids, MI.

An exciting day of events is planned beginning with our special Guest Speaker, William B. Adair. Adair will be speaking on "Contemporary Artists Painting in a Traditional Style". This talk will put in historical context for plein air, realist and even abstract painters, based on the concept that the frame should be like camouflage. It should be a supporting actor to the main event. At the same time, the frame should exhibit the qualities of balance and harmony, through proportion of molding, color, tone and texture. Additionally, Adair is asking that you bring in

an antique frame or picture of an antique frame and he will identify it for you.

Nelson's will be hosting the Great Lakes PPFA Chapter at our Seminar. Attend the meeting and discover the many benefits of being a PPFA Member.

Browse vendor booths set up by Tru Vue, Nielsen and Bainbridge, and Crescent. A great opportunity to learn about new products.

Welcome to Chris Overvoorde, an esteemed docent at GRAM. Chris will be speaking on the preservation practices of GRAM as a lead in before the "Behind the Scenes" tour.

The "Behind the Scenes" tour of GRAM,

what a fantastic opportunity to be able to see first hand what conservationists do to preserve original works of art. Step through the entire process from unloading the art at the back dock, to the freight elevator, the lighting, print room and so on. GRAM will be setting up a frame to "show" us how they handle the preservation of their works of art.

The "OPEN" Print Competition for the Great Lakes PPFA Chapter will be held at this event. Winners will be announced later in the day. Be sure to cast your vote for "Popular Choice".

End the day with a tour of GRAM, a beautiful three story museum.

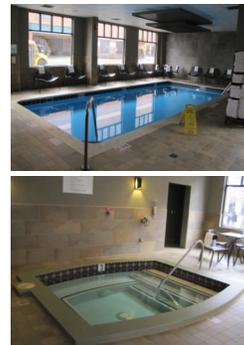
## Holiday Inn Downtown



Holiday Inn Downtown  
310 Pearl St., NW  
Grand Rapids, MI 49504

Hotel offers Free Parking, Wi-Fi, Indoor Pool/Whirlpool and has an on-site restaurant.

It is located in Downtown Grand Rapids near DeVos Convention Center, GRAM, Gerald Ford Presidential Museum, Van Andel Arena and John Ball Park Zoo.



**Nelson's Moulding and Frame has reserved a block of rooms at a lower rate just for you! Please call the Holiday Inn at 616-235-7611 to reserve a room. State you are attending Nelson's Moulding and Frame's Educational Seminar and give them the group code which is "NMF". Visit GRNow.com for exciting events taking place April 26-28th.**

### Housekeeping

#### S1903 FRAMER'S DELIGHT

Please note that Nelson's has to temporarily discontinued Framer's Delight tape. The reason for this is that our supplier is unable to obtain the raw materials to produce this tape. A search for a new source for the raw materials is underway, we will keep you informed when we are able to add this back into our inventory.

S2700 **Retail Package only** for the P-1100 Wallbuddies has been discontinued. The S2704 is still available.

### Sales Rep Expands Territory

Yvonne Bugai, the Sales Representative for Northern Michigan, will be expanding her territory to include Ohio, Indiana, Kentucky, Tennessee and West Virginia.

Yvonne has worked for Nelson's Moulding and Frame since 2001 as a Sales Representative for Northern Michigan and also handles our Advertising. She coordinates our Annual Educational Seminars and assists with Customer Service and Deliveries when needed.

Yvonne will be coming around to introduce herself and show our new Signature Collection after the holiday season. You should be meeting her in the next few months.

Travis just wanted to let his customers in Indiana and Ohio know that he will miss calling on them and has really enjoyed the privilege of being their Sales Rep.

# Guest Speaker: Bill Adair

William B. Adair is a frame conservator, frame historian, and master gilder. He began his career in frame conservation at the Smithsonian Institution's National Portrait Gallery, where he became fascinated with gilding and the history of frames. In 1975, the Smithsonian awarded Adair a grant to travel to Europe to learn about tools and techniques from the few remaining master gilders working in the Renaissance tradition.

Adair studied under influential framers and connoisseurs Paul Levi and Henry Heydenryk. In 2003 Levi and Adair collaborated on the repatriation of an important Renaissance alterpiece polyptych to a church in the Piedmont region of Italy.

Adair has curated several frame exhibitions, including the first to take place in America. This 1983 exhibition, titled "The Frame in America, 1700-1900," was sponsored by the American Institute of Architects. Adair's catalogue for the exhibition is still used today as a reference for American frame history. In 1995 he curated a follow-up exhibition entitled, "The Frame in America: 1860-1960," which traveled to museums around the country from 1995-2001.

In 1991, the American Academy in Rome awarded Adair the Rome Prize in Design, allowing him to spend six months in Rome immersed in the study of frame design.

Adair writes and lectures widely on frame history and conservation. He is the founding Director for the International Institute for Frame Study (a non-profit archive) and a founding member of the Society of Gilders. He is also an associate member of the American Institute for Conservation of Historic and Artistic Works.

Adair holds a BFA in Studio Art from the University of Maryland. His paintings have been shown in galleries in Washington, California, Georgia and Florida. In the fall of 2011 a retrospective of Adair's paintings were shown at Montgomery College in Maryland.

## Great Lakes PPFA "OPEN" Print Competition

The Great Lakes PPFA Chapter will hold the "OPEN" Print Competition at Nelson's 15th Educational Seminar.

The "OPEN" competition participants can frame any item, image, object or collection of the framer's choice that meets the requirements of an unrestricted open topic.

The pieces will be judged on Saturday, April 27, 2013. A first, second, third, judges award and popular choice will all be awarded.

All "OPEN" Print pieces must be at the Holiday Inn Downtown in the Rogue/Muskegon Conference room by 8am on April 27, 2013. There are a few ways to

do this:

1. You can bring your piece directly to the Holiday Inn Downtown Rogue/Muskegon Conference room by 8am on April 27, 2013 for the judging.
2. You can ship your piece to Nelson's Moulding and Frame by April 19, 2013 and we will transport your piece to GRAM.
3. If you are a delivery customer you can make arrangements with Sharon or Stephanie at 1-800-289-2467 to have your piece picked up on a route and we will then transport your piece to GRAM.

***Please ensure that your piece is packaged carefully for transportation. Nelson's Moulding will not be responsible for any damage to your piece during transport. Many "objects" come loose during transport, secure them well.***

The competitions are exciting and fun; please take this opportunity to enter a piece. Everyone is a bit intimidated with their entries, no matter what level of expertise. It is a wonderful learning experience. If your piece places first, second or third you can go on to enter it into the PMA/PPFA International Convention.

## Check out this fantastic Stock Reduction Wood Length Sale-good through April 15, 2013!



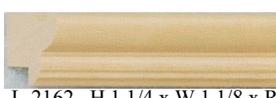
L-824 H 7/8 x W 1 x R 1/2



L-885 H 1 1/8 x W 2 1/8 x R 3/4



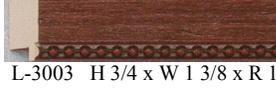
L-864 H 1 1/8 x W 1 3/8 x R 3/4



L-2162 H 1 1/4 x W 1 1/8 x R 1/2



L-865 H 1 1/8 x W 1 3/8 x R 3/4



L-3003 H 3/4 x W 1 3/8 x R 1/2

Item #	Cost per length foot up to 199'	Footage
L-824	Call for pricing	1231
L-864	Call for pricing	1023
L-865	Call for pricing	78
L-885	Call for pricing	265
L-2162	Call for pricing	1608
L-3003	Call for pricing	211

### Special deals on orders of 200' or more of the above moulding

Buy	200' @ 25% off	Call for pricing
Buy	300' @ 40% off	Call for pricing
Buy	500' @ 60% off	Call for pricing

**REGISTRATION FOR NELSON'S 15TH EDUCATIONAL SEMINAR**

***Sunday, April 28, 2013 @ Grand Rapids Art Museum***

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

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

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

**Early Bird Special!! February and March is \$30 for the first person from the shop and \$15 for each additional person attending.**

***April sign up is \$40 for the first person from the shop and \$15 for each additional person attending.***

\_\_\_\_\_ 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 or 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 (First and Last names please):***

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