

Nelson's Moulding and Frame

Chop Talk-January 2014

MARK YOUR CALENDARS! IT'S SEMINAR TIME!!



Home is Where the Heart Is! Spring Educational Seminar!!

A ONE DAY EVENT! FILLED WITH FOUR SEMINARS!!!

Welcome Linda Pujo!

Linda, our keynote speaker, will do a 2 hour seminar on Shop Talk 101: Tools & Tips, Gadgets & Gizmos.

In addition to the Tips and Tools class Linda will be teaching a hands on Mat Embellishments class.

Welcome Brandy Lupo!

Get the "inside scoop" on how the Big Box Stores operate.

Brandy will discuss ways in which you can update your Frame Shop to compete with the large box stores.

Welcome Linda Wells

Linda will be doing a workshop on "Creative Ways to Use Fillets". Learn about interesting ways that fillets can create an outstanding piece.

PPFA MEETING

Nelson's Moulding and Frame will be hosting the PPFA Meeting. The meeting will take place during the luncheon. Learn about the benefits of becoming a PPFA member!

VENDORS

Please welcome representatives from Tru Vue, Nielsen/Bainbridge and Crescent. They will present the latest news and products.

EARLY BIRD SPECIAL

**Cost of Seminar is
\$50 per person**

**February
Special
\$30 per
person**

**March
Special
\$40 per
person**

**Sign up early and
SAVE!!**

PRINT FRAME COMPETITION!

What is great about your town? Share it with us in our "Home is Where the Heart Is" print frame competition.

A super opportunity to "test" your skills as a framer without the pressure of participating in the big competitions.

See inside for more details.

SUNDAY..APRIL 27, 2014



NELSON'S PRINT FRAME COMPETITION

"HOME IS WHERE THE HEART IS"

What's great about your town? Show us and your customers! Nelson's framing competition this year is all about showing us what is great about your town or community, "Home is Where Your Heart Is".

Nelson's frame competitions are designed to give you an opportunity to grow and better your framing capabilities, to challenge yourself or an employee to try something new without pressure of the PPFA Competitions, and anyone can compete, PPFA member or not. Nelson's offers one free wood chop up to 20x24 for the competitors in this competition. We know that each of our towns offers something special and unique and we want to see it! You can frame anything that showcases what is great about your town.

After the competition, we send your local newspaper a press release about you being in the competition and encourage the public to go scope out your competition piece. With this year's event being based on home town pride, it should really be fun for your customers to see what you think is so special about the area.

Please call 1-800-289-2467 and ask for Stephanie. She will assist you with your Entry number and free wood chop up to 20x24.



SEMINAR SCHEDULE



8:00-8:25 Continental Breakfast

8:25-8:30 Welcome

8:30-10:30 Linda Pujo, Shop Talk 101: Tools & Tips, Gadgets & Gizmos

10:30-10:45 Break

10:45-11:45 Workshops

Group A Linda Pujo, Hands on Mat Embellishments

Group B Brandy Lupo, The "Inside Scoop" behind the doors of the big box stores

Group C Linda Wells, Working with Fillets to create beautiful framing pieces

11:45-1:45 Luncheon

PPFA Meeting, Vendor Presentations and Round Table Discussion

1:45-2:45 Workshops

Group A Linda Wells, Working with Fillets to create beautiful framing pieces

Group B Linda Pujo, Hands on Mat Embellishments

Group C Brandy Lupo, The "Inside Scoop" behind the doors of the big box stores

2:45-3:00 Break

3:00-4:00 Workshops

Group A Brandy Lupo, The "Inside Scoop" behind the doors of the big box stores

Group B Linda Wells, Working with Fillets to create beautiful framing pieces

Group C Linda Pujo, Hands on Mat Embellishments

4:00-5:00 PFC Winners announced, pictures taken



EXPLORE THE WONDERS OF TRAVERSE CITY.....OUR HOME SWEET HOME!

HOTELS



Pool Hot Cont
Tub Break

AmericInn	1614 N US Highway 31 N	Traverse City	231-938-0288	X	X	X
Baymont Inn & Suites	2326 US Highway 31	Traverse City	231-933-4454	X		X
Bayshore Resort	833 E Front St	Traverse City	231-935-4400	X		X
Beach Condo Hotel-Resort	1995 N US Highway 31 N	Traverse City	877-917-3999	X		
Best Western Four Seasons	305 Munson Ave US 31	Traverse City	877-574-2464	X	X	X
Boarders Inn and Suites	1870 N US Highway 31 N	Traverse City	231-938-1887	X		X
Cambria Suites	255 Munson Ave	Traverse City	866-611-6214	X	X	
Cherry Tree Inn & Suites	2345 N US Highway 31 N	Traverse City	231-938-8888	X	X	X
Comfort Inn	460 US Highway 31 S	Traverse City	866-611-6301	X	X	X
Country Inn & Suites	420 Munson Ave	Traverse City	231-941-0208	X	X	X
Courtyard by Marriott	3615 S Airport Rd W	Traverse City	231-929-1800	X	X	
Econo Lodge	1065 M 37 S	Traverse City	866-611-6770	X		X
Fairfield Inn & Suites	3701 N Country Ln	Traverse City	231-922-7900	X	X	X
GT Resort & Spa	100 GT Resort Village Blvd	Williamsburg	231-534-6000	X	X	
Great Wolf Lodge	3575 N US Highway 31 S	Traverse City	231-941-3600	X		
Hampton Inn Traverse City	1000 N US Highway 31 N	Traverse City	231-946-8900	X	X	X
Holiday Inn Express	3536 Mount Hope Rd	Williamsburg	888-457-0979	X	X	X
Howard Johnson	417 Munson Ave	Traverse City	231-995-0600	X		X
Motel 6	1582 N US Highway 31 N	Traverse City	231-938-3002	X	X	
Park Place Hotel	300 E State St	Traverse City	231-946-5000	X	X	
Pointes North	2211 N US Highway 31 N	Traverse City	231-938-9191			X
Quality Inn By the Bay	1492 N US Highway 31 N	Traverse City	866-611-6769	X	X	X
Sugar Beach Resort Hotel	1773 N US Highway 31 N	Traverse City	231-938-3120			X
Travelodge	704 Munson Ave	Traverse City	231-922-9111	X	X	X
Traverse Bay Inn	2300 N US Highway 31 N	Traverse City	231-938-2646			
West Bay Beach-Holiday Inn	615 E Front St	Traverse City	231-947-3700	X	X	



Downtown TC Restaurants

7 Monks Taproom	128 S Union
Amical	229 E Front St
Bistro Foufou	118 Cass St
Blue Heron 2	408 Union St
Blue Tractor Cook Shop	423 S Union St
Bootleggers	119 S Union St
Brady's Bar	401 S Union St
Brew	108 E Front St
Brewery Ferment	511 S Union St
Bubba's	428 E Front St
Chef's Inn	519 W Front St
Cook's House	115 Wellington St
Cousin Jenny's	129 S Union St
Dillinger's Pub	121 S Union St
Eurostop	300 E Front St
Firefly	310 S Cass St
Georgina's	439 East Front St
Grand Traverse Pie Co	525 W Front
Green House Café	115 E Front St
House of Doggs	120 S Union St
J&S Hamburg	302 W Front St
Kilkenny's Irish Public House	400 W. Front St
Lehto's	720 W Front St
Little Bohemia	540 W Front St
Mackinaw Brewing Co.	161 E Front St
Minerva's	300 E State St
Mode's Bum Steer	125 E State St
Morsel's	321 E Front St
North Peak Brewing Co	400 W Front St
Northern Natural Cider House	324 E Front St
Old Town Coffee	517 S Union St
Om Café	205 Lake Ave
Omelette Shoppe & Bakery	124 S Cass St
Paesano's Pizza	447 E Front St
Pangeas Pizza Pub	135 E Front St
Patisserie Amie & Chez Peres	237 Lake St., Ste. 200
Phil's on Front	236 E Front St
Poppycock's	128 E Front St
Red Ginger	237 E Front St
Scalawags Whitefish & Chips	303 E State St
Shimmers on the Bay	615 E Front St
Sorrelina	120 S Park St
State Street Grille	221 E State St
Swiches Deli	415 Cass St
The Dish Café	108 S Union St
The Towne Plaza	202 E State St
The Union Cantina	127 S Union St
U & I Lounge	214 E Front St
Uptown European Cuisine	830 E Front St
Zakey's Middle Eastern	149 E Front St

MUSEUMS

The Music House	US 31 N	Acme, MI	231-938-9300
Grand Traverse Heritage Center	322 Sixth St	Traverse City, MI	231-995-0313
Dennos Museum	1701 E Front St	Traverse City, MI	231-995-1055



GOLF –weather permitting

Elmbrook	18 holes	1750 Townline Rd., Traverse City, MI 49686	231-946-9180
Crown Golf Course	18 holes	2430 W Crown Dr., Traverse City, MI 49684	231-946-2975
Bay Meadows	18 holes-excutive	5550 Bay Meadows Dr., Traverse City, MI 49684	231-946-7927
	9 holes-Par 3		
GT Resort & Spa	18 holes-Spruce	6300 US 31 N., Acme, MI 49610	800-748-0303
	18 holes-Bear		
	18 holes-Wolverine		



DOWNTOWN BOOK STORES

Bookie Joint	124 S Union St
Brilliant Books	118 E Front St
Higher Self	328 E Front St
Horizon Books	243 E Front St

MUST VISIT

Candle Factory	301 W Grandview Parkway
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DOWNTOWN TC GALLERIES

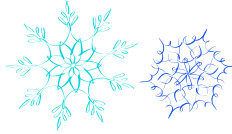
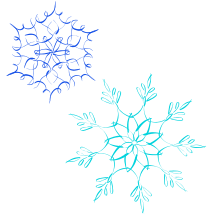
Americana Gallery	224 E Front St
Art & Soul Gallery	140 E Front St
Asher Gallery & Framing	441 E Front St
Bay West Antiques	205 Garland
Cog's Creek Gallery & Studios	124 North Maple St
Evergreen Gallery	153 E Front St
Insideout Gallery	211 Garland St
McMillen's Creative Custom Framing	326 E Front St
Peninsula Studios	102 South Union Street
Scott R. Lurain Factory Direct Gallery	418 S Union St
	144 Hall Street, Ste. 107
Soul Soup Studios	
Wilson's Antiques	123 S Union St
Wooden Gallery	116 E Front St



What's new at Nelson's?

WINTER HOURS

Monday -Thursday	9:00-4:00
Friday	9:00-3:30
Saturday-Sunday	Closed



CRESCENT INCREASE

Crescent sent notification of a cost increase due to prolonged periods of higher costs in raw materials, transportation, energy and general overhead. Nelson's Moulding and Frame will follow suite on January 24, 2014 and will be increasing Crescent Rag Mats, Museum, Moorman and Decorative matboards by 5%. Crescent Select will increase 6% and International Whitecore by 2%.

Nelson's Commitment to Deliveries

Nelson's has a deep commitment to providing good delivery service to those customers in our delivery areas. In 2013, Nelson's increased delivery routes to the Detroit Area. In January of 2014, a new Dodge Pro-Master truck was added to the fleet with plans to add an additional Dodge this summer.



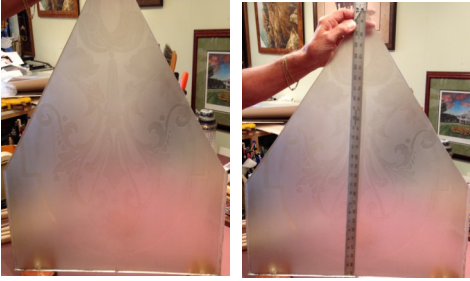
A & J Gallery accepts the challenge of framing a 1920 piece of window

This piece of glass hung for many years in Margaretta Baker Hunt's lifelong home. Upon becoming a widow, Margaretta created a foundation to promote the study of art, education and science in Northern Kentucky. The house became a gathering place for many societies and evolved into a natural history museum in the late 1920's. The Baker-Hunt home is filled with artifacts and furniture from Margaretta's collection during the 1850's. She left her home and fortune as a perpetual trust to promote community art education. An art education studio was added in 1967 and is still used today to teach classes for children and adults.

The original window was over 54" tall and the etched design was created using a sand blast method. The window was broken, ironically, by a worker installing an internet cable. The glass that Allan framed was the largest piece that survived the break, measuring 28" tall, 23 1/2" wide, with the two straight sides measuring 11 5/8". The top of the glass is "off center" by 1/2" to add to the challenge.

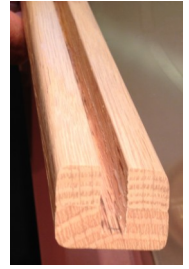


Step by step on how Allan conquered this framing job.

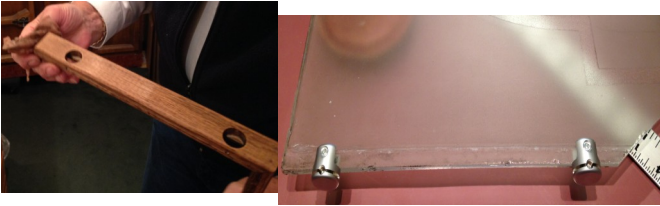


1. Allan Smith, owner of A&J Gallery accepted the challenge of framing the piece of glass. A very difficult task as the glass is not equal on all sides. The top of the glass is off center by 1/2" and weighs 13 lbs.

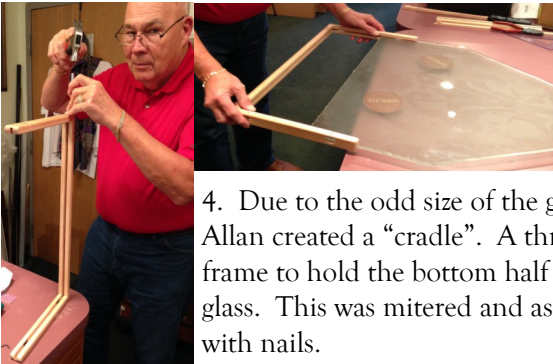
2. Allan had to come up with an idea that would support the weight of the glass and offer an attractive frame. He divided the frame job into two separate parts. He created a strong heavy base that he "routed" out a groove for the glass to sit in and support. The route had to be tight enough to hold the glass, but loose enough to allow for moisture changes that could create too tight of a fit and crack the glass.



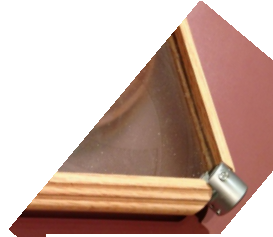
Therefore, the first framing attempts failed to hold the weight and gave out on the sides.



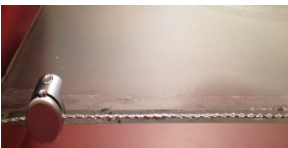
3. Allan purchased special hardware from Santa Rosa, California. The "Panel Clamps" attach directly to the glass as an anchor. The hardware will hold the wire to hang the frame. So, Allan predrilled two holes on each side of the frame to accommodate the hardware fitting.



4. Due to the odd size of the glass, Allan created a "cradle". A three sided frame to hold the bottom half of the glass. This was mitered and assembled with nails.



5. The top two sides could not be secured to the "cradle" and were done separately. The top two rails were glued in place using GE Silican 2 in the routing groove. Silican 2 is used on bathroom mirrors where heat and moisture are concerns. The top of the rails were hand routed to form a concave shape around the panel clamp.



6. Before assembling, Allan checked to make sure the wire was able to clear the cradle housing.



7. Allan stains the frame and applies Carnuba wax to give it an antique feel.



8. Putting it all together.

The glass is hung at the customer's home. Long support wires suspend the glass from the top of the window frame to the bottom of the window frame on either side. The middle wire extending from the top of the glass prevents the glass from swinging into the door where breakage could occur.

Allan states, "It's more than just picture framing." He believes custom framing is just that, custom. Giving your customers what they need, creating something unique, using it as a sales tool. If you have any questions, give Allan a call at 859-743-2444.



EQUIPMENT FOR SALE

ATHENAS GALLERY is closing due to retirement. Much to sell! **VacuSeal #4468H 40x60** with stand and tack iron=\$3,850; **40" Clearmount Shrink Wrap** equipment Model 750VT with heat gun=\$325; **VacuSeal** and Shrink wrap work bench=\$175; **Fletcher 2100 (60")** Model 2100 60A table mat cutter\$725; **mat cutter work bench**=\$225; **Fletcher Model 3000** Wall Glass & Mat Cutter=\$875; **ALFA Economy under pinner** with stand and air hose=\$625; **Wizard** Computerized Mat Cutter Model 8000=\$6,200; **Jun-Air Model 1452000 (6-25)** air compressor with all holes/fittings=\$375; **Storage wood glass racks**, mat racks, customer hold racks=\$175; **Mat Corner** Sample Racks (2) each=\$85; **Frame Sample Spinners** (2) each=\$65; **Wall invoice** work order vertical file=\$45; ; **Vise** work bench with 4-Corner Vises=\$245; ; **Small Tools** and accessories=\$150; **Main Work Station** Bench with paper roll holder, cub board, frame sectional storage unit=\$575; **air-staple gun**; **air-nailer**; **Customer** artwork wood rack; **Storage** wood mat holder rack. Call 605-335-1992.

FOR SALE all aspects needed for your framing or frame shop needs. From boxes of nails to framed art and prints to mats and length moulding. 60" matcutter to oval mat/plexi/glass cutter and etc. Please call for details on all equipment that is for sale. Call Helen at her shop: 269-462-9234 Home: 269-684-7902.

RETIREMENT SALE. (1) Fletcher 3000 Wall Mount Glass/Mat Cutter, (1) C&H 30" Mat Cutter w/stops, (1) 16x20 Heat Mount Press, (4) 28"x36"x 40"- 5 Compartment Mat Bins, entire inventory of boxed framing glass, entire inventory of mat boards, selection of ready made frames, (2) Carpeted work boards 48"x84" supported by four mat bins, Roll Dispenser with rolls of heat mount, release paper, 2 rolls of backing papers, laminate film. (1) point driver, Archival Supplies. Asking \$1,450 for the whole lot. Call 231-275-4996.

REGISTRATION FOR THE 16TH EDUCATIONAL SEMINAR

Sunday, April 27, 2014 @ Nelson's Moulding and Frame

Acct. # _____ **Name** _____ **Company** _____

Street, City and Zip _____

Phone _____ **Email** _____ **Fax** _____

SEMINAR COST PER PERSON= \$50.

(Early Bird Special. Register in: January/February=\$30 per person, March=\$40 per person)

_____ **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...
