

Nelson's Moulding and Frame

Nelson's 18th Annual Educational Seminar Sunday, April 17, 2016

Sheraton Indianapolis City Centre Hotel
31 West Ohio St.
Indianapolis, IN 46204
(317) 236-2503



**Special seminar room
rate: \$139.00 +tax**

**\$35.00
PER
PERSON!!!**

MEET OUR SPEAKERS!!! MEET OUR SPEAKERS!!! MEET OUR SPEAKERS!!! MEET OUR SPEAKERS!!!



**MIKKI KAVICH,
"CREATING CONTEMPORARY
FRENCH MATS"**

Mikki Kavich, owner of Mikki's Frame Shop in Crossville, TN. Do you love the techniques of French Matting and admire a beautiful botanical framed in a traditional French Mat design, but aren't sure how to incorporate it into today's framing design.

This two hour "hands on" class will be loaded with tips and techniques to make and sell French matting in today's frame shop. You will not only learn how to use inks and paints to hand pull lines to create a French Mat, but you will also learn new ways to incorporate French Lines into more contemporary framing jobs. You will learn some proven tips for making fewer boo boo's and tricks for fixing them when they happen.



JOYCE MICHELS, "LETS MOUNT THOSE MEDALS!"

Joyce Michels, owner of Michels Frames & Things in St. Robert, MO. In this Powerpoint presentation, with samples, Joyce will discuss how to place medals/ ribbons in order of precedence; various mounting techniques for guidons, flags, patches, and clothing; how to use clear polyester film to mount medals, and much more. The methods also apply to items for Scouts, Law Enforcement, sports and more. This class qualifies for Continuing Education credit for MCPF's.



MARK WALLENFANG, "CAPTURE EYE-CATCHING IMAGES"

Mark Wallenfang, owner of Shooting Star Photo & Custom Framing in Appleton, WI. A picture really is worth a thousand words and views on your shop's social media. Pro photographer, photographer teacher and award-winning framer, Mark, will discuss how to capture eye-catching images for a competitive edge. Whether works are glazed or unglazed, Mark will give helpful hints including exposure, white balancing and editing your images for providing a professional image for your website, Facebook, Instagram and Pinterest, whether you use a camera, phone, iPad or tablet.

EXAM TIME!!!

**Saturday, April 16, 2016
CPF EXAM
MCPF EXAM**



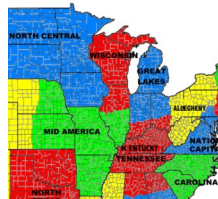
VENDORS AND DOOR PRIZES!!!

Browse a variety of Vendor tables to see new products, learn and get to know what they can do for your Frame Shop!

Each of the Vendors will have door prizes for you to win!

**MULTIPLE PPFA CHAPTERS TO COMPETE IN
PRINT FRAME COMPETITIONS**

The following PPFA Chapters will join together at Nelson's Annual Educational Seminar in Indianapolis, IN; Great Lakes, KY/TN, Mid-America, North Central and WI. The PRINT and OPEN Competition will take place on Saturday, April 16, 2016 at the Sheraton. Please contact Mikki Kavich @ (931) 787-1986 to enter your Chapters PPFA OPEN or PRINT Competition.



**WELCOME
RECEPTION
SATURDAY NIGHT!**



CPF/MCPF EXAM-SATURDAY, APRIL 16, 2016 AT SHERATON

Give yourself an edge over your competition! Improve your knowledge and skills in the technical art of framing and preservation. Through the PPFA Certified Picture Framer (CPF) Program, you can test your knowledge in the five exam areas: Preservation, General Knowledge, Mechanical, Math and Mounting...and earn the framer's mark of excellence, the CPF designation. More than 3,800 individuals worldwide have achieved CPF status since the program's inception in 1986.

1. Minimum of 1 year experience in retail or wholesale picture framing.
2. CPF EXAM COST: PPFA Member \$225 or \$325 Non-PPFA Member
3. MCPF EXAM COST: PPFA MEMBER \$400 or \$565 Non-PPFA Member
4. Multiple choice exam
5. 3 hour duration
6. Study guides and books are available through PPFA website.
7. Call 1-800-289-2467 for more info. or contact Randy @ 734-761-8253

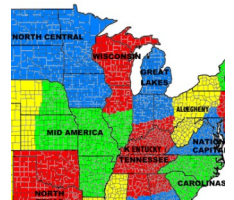
MULTIPLE PPFA CHAPTERS TO COMPETE IN PRINT FRAME COMPETITION

Each year, PPFA members enter the PPFA annual framing competitions, vying for international recognition for technical framing expertise, artistic design, and cash awards. PPFA annual PRINT and OPEN Framing Competitions showcase the very best in the art and framing industry's framing designs and preservation practices.

PRINT: In this category, all framers frame the same piece of artwork. The piece to frame is purchased from the PPFA.

OPEN: In this category, framers may frame any item, image, object or collection of the framer's choice that meets the requirements of an unrestricted open topic.

This will be an exciting competition at the 18th Annual Educational Seminar in Indianapolis. FIVE chapters will be competing; Great Lakes, KY/TN, Mid-America, North Central and WI. It can be a bit intimidating to enter into the Competitions, but those that have are thankful. A great opportunity for constructive feedback and some awesome recognition of your talents.



Contact Mikki Kavich @ (931) 787-1986 to enter into the PRINT and/or OPEN Competitions.

VENDORS AND DOOR PRIZES!!!

The best part of Educational Seminars is the Vendors. Get face to face with a variety of Vendors! Check out new items and products. Each vendor is sure to have something that will improve upon your Frame Shop!

Each Vendor will be giving away three door prizes!!! Wow! Be sure to enter to win at each table.

Nelson's has reached out to over 30 Vendors. Be sure to ask your favorite Vendors to join us as this is a great opportunity to showcase their products!



**SATURDAY NIGHT
WELCOME RECEPTION AT
SHERATON INDIANAPOLIS
CITY CENTRE
AT CIRCLE CAFE**





MIKKI KAVICH, "CREATING CONTEMPORARY FRENCH MATS"

Mikki Kavich, owner of Mikki's Frame Shop in Crossville, TN. Mikki is an artist/framer who currently resides in Crossville, TN. She has been framing pictures since 1983 and opened her own shop in 2005. A member of the PPFA since 2005, Mikki became an MCPF in 2013 and is the current president of the KY/TN PPFA Chapter.

Mikki loves to experiment with different media and techniques both in framing and her art. She considers herself an old school framer and artist.



JOYCE MICHELS, "LETS MOUNT THOSE MEDALS!"

Joyce is the owner of Michels Frames & Things in St. Robert, MO, catering to a largely military clientele. She has been in the framing business for nearly 20 years and an active PPFA Member since 1999. Joyce is currently serving as a Director at Large on the International PPFA Board of Directors and as a liaison to the PPFA Certification Board. She participated on the Guidelines Task Force that wrote the PPFA Guidelines for Textiles and Needlework.

In addition to her love of framing, she also enjoys traveling with her husband, photography, music and binge-watching TV.



MARK WALLENFANG, "CAPTURE EYE-CATCHING IMAGES"

Owner of Shooting Star Photo & Custom Framing in his hometown of Appleton, WI for the past 34 years. Mark earned a B.S. in Biology from the University of Wisconsin-OshKosh and a B.A. in industrial scientific photography with a minor in color technology, from the Brooks Institute of Photography in Santa Barbara, CA.

Mark began attending PMA conventions in 1984, finding information to get on the cutting edge; and invested in digital printing equipment. A 44-inch wide format printer led to mounting, lamination and then printing gallery wrap canvas prints. He now has two 64-inch printers to handle the workflow of prints and canvas, and has done many limited edition giclée prints and gallery wraps for artists and sports legends.

He decided to offer framing, to see photo projects through from beginning to end. "I learned quite a bit about woodworking from my father and felt custom framing was an extension of fine woodworking craftsmanship," he says. He added a mat-cutter, CMC, upgraded from a mechanical press to two vacuum presses, and added a double mitre saw and v-nailer to cut and join his own frames.



A new arrival at Nelson's, Happy Feet Fillets. Tiny feet trailing across a fillet to enhance your captured memories of times at the beach with your toes in the sand or the precious pictures of your baby. The Happy Feet Fillets are available in a pearl white or sandcastle.

Sarah Beckett, owner of SB Framing Gallery created this beautiful shadowbox piece.

Another amazing project designed with our new Dragon Moulding.

Compliments of Sarah Beckett,



Nelson's Moulding and Frame
1538 International Drive
Traverse City, MI 49686
1-800-289-2467
www.nelsonsmoulding.com

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REGISTRATION FOR THE 18TH EDUCATIONAL SEMINAR, SUNDAY, APRIL 17, 2016

BEING HELD AT SHERATON DOWNTOWN CITY CENTRE HOTEL, INDIANAPOLIS, IN

Acct. # _____ **Company** _____

Name _____

Street _____

City _____ **Zip** _____

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

SEMINAR COST PER PERSON= \$35.00 **#OF PEOPLE 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

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...
