



Nelson's Moulding and Frame



January 2018 Chop Talk

JOIN US ON SUNDAY, APRIL 22, 2018 FOR OUR EDUCATIONAL SEMINAR!



SIGN UP FOR OUR EDUCATIONAL SEMINAR EARLY AND SAVE!!!



One special rate for your Frame Shop.

Cost per frame shop is: January=\$30, February=\$35, March=\$40, April=\$45

Guest Speakers

SOCIAL MEDIA: How can I Market My Frame Shop through Social Media?

Jarrold J. Perrott, Owner of FastFrame in LoDo, Co. will be our Guest Speaker on Social Media. Jarrold purchased Fast Frame in 2009 and handles all of the Social Media. He worked side by side with his father for many years in his fathers Frame Shop. He graduated from Fort Lewis College in Durango, CO with a Bachelor's Degree in English with a Film Minor. FastFrame of LoDo was voted Best Custom Framing in Denver on the Denver A-List in [2010](#), [2011](#), [2012](#), [2014](#) and [2017](#)! Editors's Choice: 5280 Magazine's "Top of the Town" for *Best Customer Service* in Denver in 2011! HGTV Design Star *Framing Edition Category Winner* in 2013! Jarrold will be discussing utilizing a base website and from that, adding Social Media Sites that will bring your Frame Shop to the forefront.

CUSTOMIZE IT: Offer your Customers a unique twist that "sets" you apart!

Patrice Marquardt CPF, Owner of Marshall Framing Studio in Marshall, MI. Patrice began her professional framing career in 1977 and opened Marshall Framing Studio in 1992. She is a Certified Picture Framer (CPF), a Professional Picture Framer Association Accredited Judge and a framing industry workshop teacher. Patrice specializes in preservation of historic and memorabilia framing. Marshall Framing Studio was awarded Décor Tru Vue Top 100 Art & Framing Retailer for 5 years. Patrice will be discussing "Customize It! Are you really a "Custom Framer"? Put some "CUSTOM" in your daily shop production. This hands on workshop will trigger original ideas for making your shop stand out from any others, while putting the paycheck into the play.

Needlework: The Big Comeback! How to Identify the Various Types and What to do with it!

Mikki Kavich, MCPF owner of Mikki's Frame Shop in Crossville, TN and Sarah Beckett, MCPF owner of SB Framing in Milwaukee, WI are joining forces to bring you this workshop. Learn about the different types of Needle Art/Textiles and the proper way to frame them.

Mikki has been framing pictures since 1983 and opened her own shop, "Mikki's Frame Shop", in 2005. Mikki loves to experiment with different media and techniques both in framing and her art. She considers herself an old school framer and artist.

Sarah started framing in 1995 and opened her own shop in 2007. She has been a crafter most of her life, beginning with cross-stitch, going on to quilting, metal work and knitting. Sarah took 3rd place in the International PPFA Competition, 2nd place in the Tru Vue Museum Glass Competition.

Saturday Evening Meet and Greet

Let's gather together Saturday Evening for a small Meet and Greet. Spend some time getting to know your fellow framer and do a little networking and idea sharing. Venue TBD.

A Big Welcome to our Vendors

A warm welcome to representatives of Nielsen and Bainbridge, Crescent, and Tru Vue. All three companies will give an overview of new products and will be available for questions before the seminar and during lunch.

Join in on the Round Table Discussion

Please join in on the Round Table Discussion that will give everyone an opportunity to share ideas. The Round Table discussion will center around the Print Frame Competition Pieces. The theme is to frame a piece that you could turn around and sell in your Frame Shop or a piece that demonstrates your skills and expertise as a professional Picture Framer. Utilizing the PFC pieces, we will be able to discuss what it is that makes a piece "sell" or what techniques, colors, mat placement, frame choice and so on that demonstrates different framing methods you can show your customer to up-sell. This will give everyone many ideas and skills to take back to their Frame Shop.

Where to Stay-we secured special rates at two different Hotels!

| Hotel | Room Cost | Phone | Indoor Pool | Breakfast | Reserve By |
|----------------------|----------------|--------------|-------------|-----------|------------|
| Cherry Tree Inn | \$119.00 + Tax | 231-778-9022 | Yes | Free | 3/21/2018 |
| Country Inn & Suites | \$105.00 + Tax | 231-252-4949 | Yes | Free | 3/21/2018 |

NELSON'S PRINT FRAME COMPETITION! PUTTING THE "CUSTOM" BACK INTO CUSTOM FRAMING

2018 Frame Competition-Increase Profits by Standing Out as a "Custom" Picture Framer Nelson's 2018 Frame Competition has been refined with a goal of putting the "Custom" back into Custom Framing. Feel free to frame anything that you would like, keeping in mind that your unique twist in this project will enable this piece to be sold for resale or used as an example to up-sell ideas at your Frame Counter. The Print Competition is a great way to express your own creative ideas that set you apart from the rest. Show off your "skills" as a "Custom Picture Framer".

In competing against the Big Box, it is important to be recognized as an expert.

The Prints will be judged by your peers in a "Popular Vote". All ideas and pieces submitted will be used for our afternoon Round Table Discussion. As a "Custom" picture framer, what did you do "outside of the box" to create a piece that would sell in your shop or can be used as an example to encourage customers to "add" to their projects and give it a customized look for their home.

For instance, my Dad always had an example of framed items on his frame wall. This worked very well in his up-selling or profit making abilities.

- A) A nicely framed certificate/diploma on the wall by the design counter.
- B) A Customer approaches with a certificate/diploma that they want framed inexpensively.
- C) My Dad would then price it out for \$60 the inexpensive way, but then point to the excellent framed example on the wall and say, "Or for \$130, I can frame it up like this." Almost always, they would go ahead with the \$130 nicer frame job.
- D) This resulted in a more satisfied customer, a framing job that reflects your skill and boosts your reputation, and you just tripled your profit margin.

Be creative, have fun and challenge yourself in the 2018 Print Frame Competition to make this a profitable project for you. There will be a popular choice voting of 1st, 2nd, and 3rd place prizes of TV Museum Glass. Think of this not as a competition, but a sharing of ideas with everyone attending the seminar.

Remember:

- 1) Be sure to use a Nelson's Wood Frame Chop, provided at no charge.
(A maximum inside frame dimension of 900 square inches is permitted. Please limit the size of your piece to stay within this perimeter.)
- 2) All participants in the 2018 Print Frame Competition will have a Press Release submitted in their local newspaper the week following the Seminar. The Press Release will be a wonderful source of free advertising for your Frame Shop. In some cases, the newspaper may choose to run an entire article on your shop.

I look forward to seeing your Competition Pieces, Travis Nelson

COUPONS COUPONS COUPONS

Another bonus for attending Nelson's Educational Seminar, **Coupons that will bring you huge savings** on wood chops, metal chops, wood length, glass, foamboard, matboard and supplies! You can use them when you need them!

*A Special Thanks to Tru Vue
Nelson's expresses deep gratitude for the sponsorship given to us from Tru Vue. It truly enables us to reach our goal of on-going education, networking, and promoting new industry products.*

REGISTRATION FOR THE SUNDAY, APRIL 22, 2018 EDUCATIONAL SEMINAR

Acct. # _____ Name _____ Company _____

Street, City and Zip _____

Phone _____ Email _____ Fax _____

SEMINAR COST PER SHOP= \$45 (Early Bird Special. Register in: January=\$30 February=\$35 March=\$40 April=\$45)

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...

Equipment for Sale....

Successful Custom Framing Business For Sale! The retiring owner has owned and operated this business for 36 years and has built an excellent reputation for superior customer service and satisfaction. Developing solid relationships with individual and corporate customers, business partners, artists and photographers. Convenient location, close to major retail shopping district. Immediate cash flow, strong business model and excellent growth potential. Please contact Cindy at PJ's Frame-Up 269-323-2170. Address is 218 Gladys Street, Portage, MI.

Stoney Birch Studios, Wisconsin Rapids, WI. Going out of Business After 40 Years Sale! Joiner, Chopper, Vacuum Press, Mats, Foamboard, Glass, Spinners and so many more Frame Shop Items for sale. Call Jan or Carol at 715-424-0120 and make an offer!

Lerusi Creation in Grosse Pointe, MI. Masterpiece Seal 500 T-X Mounting Press. Please contact Kathy at 313-882-3366.

****PLEASE NOTE:** UPS shipping cost has increased by an average of 4.9% Nelson's will follow accordingly. Remember that Nelson's offers Free Freight on all Wood Chop orders over \$100.