

PPFA CONNECT

NEWSLETTER OF THE PROFESSIONAL PICTURE FRAMERS ASSOCIATION

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Serendipity

Framers buy tired business and turn it into success

Australian framer Wayne Baker, MCPF, owner of Framing Elegance in Sale, Victoria, came into the picture framing industry purely by chance when he and his wife Chris purchased a very tired, existing framing business in 2009.

"We were looking at working for ourselves instead of a boss and enjoy a relaxed lifestyle," he says. "Boy did we get that wrong!!

"After several reincarnations, we now have a multi-awarded business which has been recognized for not only its framing but also in the areas of retail and sustainability at a national level."

Wayne, Chris, and their son Craig work together in this family business and particularly enjoy the stories behind the items brought in by customers and the challenges in framing some of these items.

"It can be like being on the opposite end of a travel agency, with items



Wayne Baker, MCPF, and his wife Chris own the award-winning Framing Elegance in Sale, VIC, Australia. Their son Craig is also an owner in the business.

from around the world coming back with our customers to be framed to ensure their memories of their travels remain fresh,” Wayne says.

The small rural city of Sale, approximately 200 km east of Melbourne, has a population around 13,000. The Gippsland region is diverse with oil, gas and coal reserves, good farming and dairying areas and close to beaches and the southern ski fields.

“Our customers are as diverse as the items they bring in which makes it difficult to specialize in any one area of framing,”

Wayne says. “It’s not uncommon to have budget prints and one-off original artworks in the store at the same time.”

In addition to framing, customers can have photographs enlarged and printed to photo and fine art paper, or to canvas; find interesting original and limited edition artworks; and find unique and elegant premade frames.

According to Wayne, current trends are a preference for larger, single artworks rather than lots of smaller ones; as well as the use of raw mouldings and the acceptance of high specification glazing such as conservation and white-water glass.

Wayne enjoys being a member of the international PPFA, where he currently serves as president of the Australia/New Zealand Chapter. “The PPFA has been a great influence on me by providing access to many talented people who have openly shared ideas and techniques, offered great training and social events and received support and friendship from across the globe,” he says.

“Being part of the Chapter board has allowed me to become part of, and participate with a team of passionate people that are actively looking at promoting picture framing in a positive and professional manner.”

Wayne started his working career as an aviation instrument fitter before finding a passion for business. He holds numerous technical and quality based qualifications, and a degree in business, majoring in Production Management.

Not surprisingly, he is a firm believer in the benefits of education and certification. Now a Master Certified Picture Framer, he was originally drawn to Certified Picture Framer certification as he came into the framing industry with limited training and experience.

“The training that was provided initially seemed rudimentary and out of date,” he says. “The CPF certification enabled me to improve on the knowledge that I had on a whole range of framing practices and items and provided me with documentary proof of

my achievements. The MCPF certification was an obvious extension of this, allowing me to take my picture framing skills to a new level.”

Not only does Wayne attend trade shows Down Under, he also makes the long trip to Las Vegas for the annual PPFA Convention and the West Coast Art & Frame Expo/The National Conference.



These are a couple of the beautiful creations from Framing Elegance.

“Trade shows in Australia and Las Vegas have proven to be a gold mine of information, hands-on skills, and as importantly, they provide a great social event to catch up with and make new friends and acquaintances,” he says.

A regular contributor to Profile Magazine, a framing trade publication in Australia, Wayne is a huge proponent of education, both as an attendee and as an educator, sharing his experience and expertise with others.

“As in most industries, accepted practices change continually and the PPFA education programs are a simple way of gaining access to these new skills, techniques and products,” he says. “PPFA education programs are made available to members and non-members alike, at local chapter levels as well as at a national level—and the education programs is what sets the PPFA apart from other groups in my opinion. Without keeping your business up to date with current accepted practices you would just become another picture framer!” ❖

2 PPFA CONNECT

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framefest sponsored by PFFA

ORLANDO 2017

September event offers education, vendor show, networking and more!

Join your fellow framers at FrameFest 2017, September 16-18 in beautiful Kissimmee, Fla. Sponsored by the Professional Picture Framers Association (PPFA), FrameFest is open to all framers, with special pricing for PPFA members.

You'll enjoy:

- Two welcome receptions
- 2-day vendor tabletop show
- Breakfast and lunch on Sunday and Monday, with two 'Lunch & Learn' sessions
 - The Certified Picture Framer (CPF) exam and a CPF/MCPF Recertification Course led by Ellen Collins, MCPF, are both set for Saturday.
 - And fabulous framing education sessions including:

The Frame in America: Why Increasing Your Knowledge Will Increase Sales

William Bruce Adair—Lunch and Learn Session

Enjoy socializing over lunch, while learning to identify elements such as egg and dart, lamb's tongue, and

acanthos leaf, and the proper way to describe numerous frame ornaments and profile shapes. Come away knowing how ornaments are used and applied to particular frames, how to describe frames to customers, and how to apply this knowledge to frame designs that enhance art and will increase your sales presentation skills.

Recharge Your Business: Take Your Business From Ignored To Adored!

Meg Glasgow

Sponsored by Wizard International

If you want to be in business 10 years from now, you must adapt to new methods of connecting with customers online. This seminar shows how to look at your company from the outside in as you rebuild your brand. Learn do-it-yourself tips for attracting attention by using Facebook, Instagram and more, and easy to implement methods on how to get your business found on the web fast.

Selling Inspired Designs

Meg Glasgow

Compliments of Wizard International

Learn to apply the 6 elements (color, line, shape, texture, space and form) to create great frame design. Get inspired with Meg's award-winning frame designs and learn tips to "wow" your customers. From unique touches, stunning shadowboxes and artistic CMC mat details you'll get ideas and advice to grow your custom framing sales.

The More Efficient Frame Shop

James Miller, MCPF, GCF

Topics include production scheduling, batching, multi-tasking, inventory levels, and deciding whether to buy length, chops, or joined frames, even on a per-order basis. Suggestions will be



FrameFest is back in September, by popular demand.



offered to improve employee relations and motivation. Discover new ways to run a tighter ship and improve your processing of orders from start to finish.

Good, Better, Best—Ways to Improve Sales

James Miller, MCPF, GCF

What are the good, better, and best ways for you to market, advertise, and promote your framing, and deal with the challenges of merchandising and direct over-the-counter sales? This interactive discussion will help you evaluate your alternatives and decide the best ways to improve sales.

Mounting Techniques for Sports Memorabilia

James Miller, MCPF, GCF

Learn how to mount balls, bats, hockey sticks and pucks, gloves, hats, helmets, jerseys, and all sorts of sports-related objects and how these mounting techniques can improve your shadowbox designs for memorabilia. Lots of photos, illustrated instructions, and samples are included.

Managing Contact: Preservation Framing for Works on Paper

Paul MacFarland, MCPF, GCF

This class, for beginners to pros, explores and demystifies the handling of a wide range of paper-based objects and artwork. Identifying methods and mediums, condition reporting, edge and sink mounts and traditional paste hinges are demonstrated. Qualifies as MCPF continuing education.

Framing Techniques for Needle Art and Other Textiles

Ellen Collins, MCPF

In this lecture/demonstration with PowerPoint, beginners to seasoned pros will get a thorough look at recognizing and handling a wide variety of textiles, including cross-stitch, garments, kalagas and more. Qualifies as MCPF continuing education.

Classic and Contemporary Mat Decoration

Meghan MacMillan, MCPF

This is an active, slightly messy hands-on class, with practical, effective and profitable advice on classic French Mat design and layout using watercolor, pastel, and traditional ruling pen lines as well as working with marbled papers and making gilded tapes.

Digital Printing for Frame Shops

Gary Barker - Digital Technology Group

Class presented by DTG

Learn about digitally reproducing artwork, including capturing images with a digital camera or scanner, color managing with custom ICC profiles, outputting with the latest printing technology, and coating canvas by hand or with a machine.

Seeing the World Through Your Customer's Eyes: Home Décor, Color and Consumer Trends

Connie Miley Cook – Crescent Cardboard

Class presented by Crescent Cardboard
Take a look at current design, color, social and demographic influences that are changing your customer's expectations. Learn how to incorporate these new trends into on-target conversations and framing designs that will close the sale and build customer loyalty.

Panel Discussion: Lunch and Learn Session

For complete information and registration, visit www.framefestevents.com. Got questions? Email framefest@ppfa.com.

We look forward to seeing you in Kissimmee for this "don't miss" event! ❖

You Framed A What?!?

PPFA members share some memorable (and in some cases, weird and wonderful!) items. Email a list of your interesting projects to editor@ppfa.com - and feel free to add other categories e.g. oldest, oddest shape, etc.



Kirstie Bennett
The Framers Workshop
Berkeley, CA

Weirdest: A man brought in a pair of women's underwear that he wanted hidden inside the backing paper of a framed botanical specimen. Long story on that one!

Most sentimental: Hand-written engagement vows.

Most historic: Two-sided military discharge documents from the mid-1800s.

Largest photo: We framed and installed a 98-inch underwater photo of a shark for a local CEO's office.

Most interesting corporate frame: Ice axe, signed by Sir Edmund Hillary, part of a corporate collection of several ice axes framed for RAPT Studio for their design project at VF Outdoor's new Alameda, CA, campus.

Loveliest wedding anniversary memento: A Jewish wedding finale consisted of a traditional wine glass breaking ceremony. For the anniversary, the broken wine glass was framed in two sided oak box frame and glazed with etched glass with their names and wedding date.

Most elegant commercial poster: A poster by renowned Berkeley artist, David Lance Goines, for Peet's Coffee & Tea, with strong Art Deco and Arts and Crafts styling elements.

Cooliest wedding invitation: An unusual wedding invitation designed by the bride and groom to blend together the flags and national colors from their two native countries, Brazil and the United States.

Most unusual alcoholic item: Wall mounted acrylic cases with supports for liquor bottles for CAMPARI America's headquarters.

Most unusual: Oosik (Walrus penis) from Alaska. Oosik is a Native Alaska word for a polished and sometimes carved baculum of walruses, seals, sea lions, and polar bears, frequently sold as souvenirs to tourists.



Meg Glasgow
Finer Frames
Eagle, ID

Largest: Buffalo hide coat from 1890s framed in 4'x7' leather hinged frame.

Heaviest: Large 20-lb chunk of the Berlin Wall.

Most historic: Ancient Egyptian beaded bracelet.

Most challenging: Built a dining table out of picture frame moulding.

Weirdest: Bra and panty from bride's honeymoon (ewwww!)

Sweetest: German child's lederhosen, antique.



Wayne Baker, MCPF
Framing Elegance,
Sale, VIC, Australia

Smallest: Postage stamp.

Largest: Framed canvas from Bali measuring 4.5m x 2m.

Most poignant: Several pieces related to the passing of children, such as a set of hand and foot prints from a baby that failed to go full term. The mother brought these in two weeks after losing the infant.

Oddest: Semi-crushed tea tin and paper bag that saved a customer from being dragged along by a Paris train after the tin jammed the train door and prevented it closing on her.

Oldest: 30-million-year-old fossil of a fish.

Strangest: Complete deer skull with antlers.

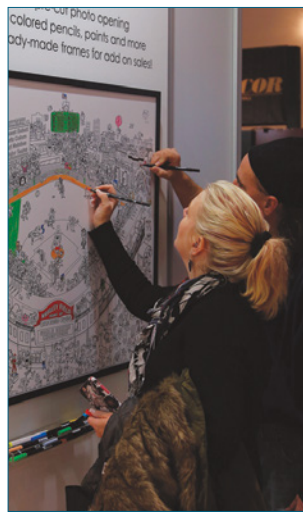


What Have YOU Framed?!
We'd love to hear about your projects!
Email editor@ppfa.com.



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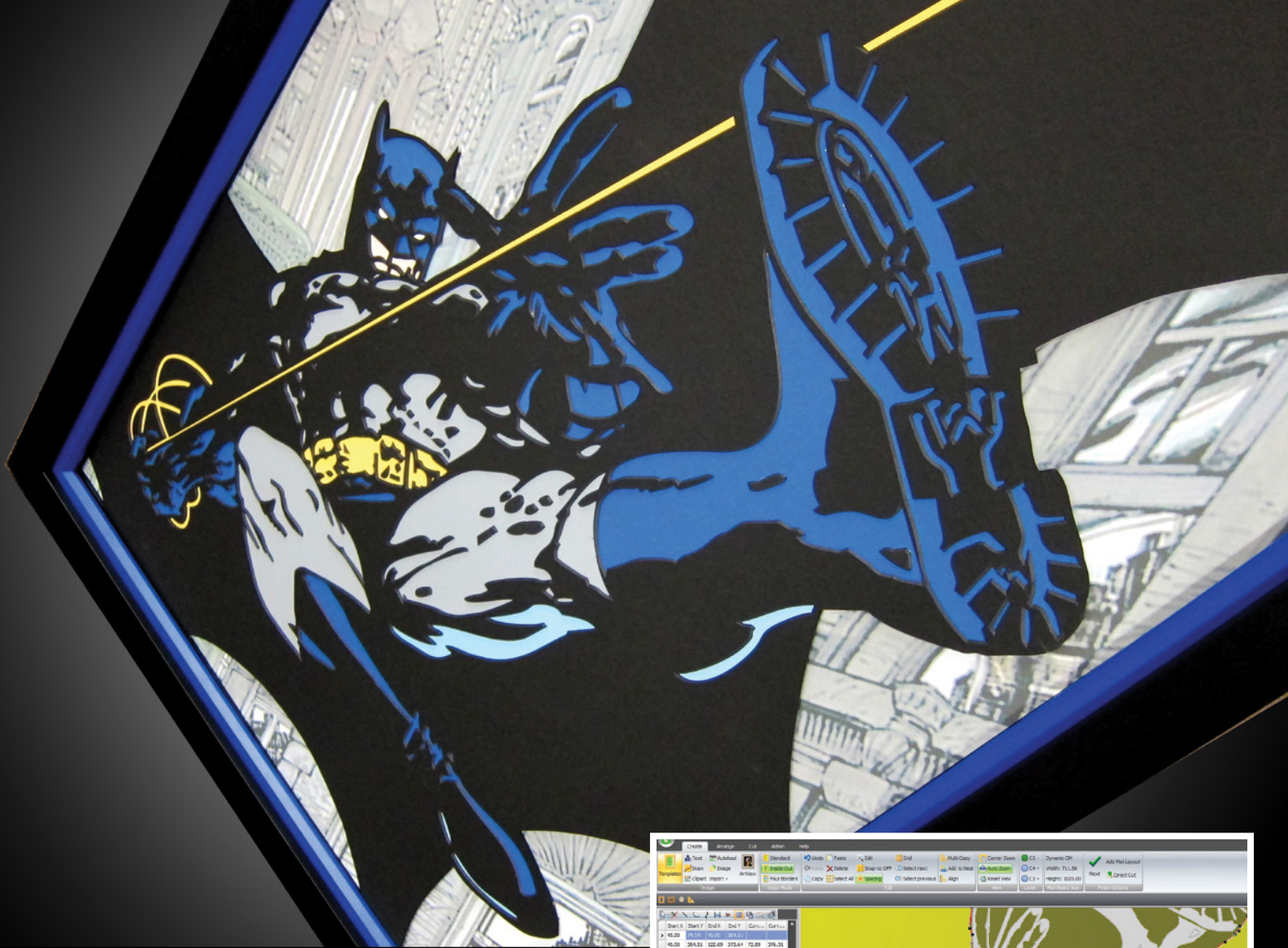
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Cartoon Creation

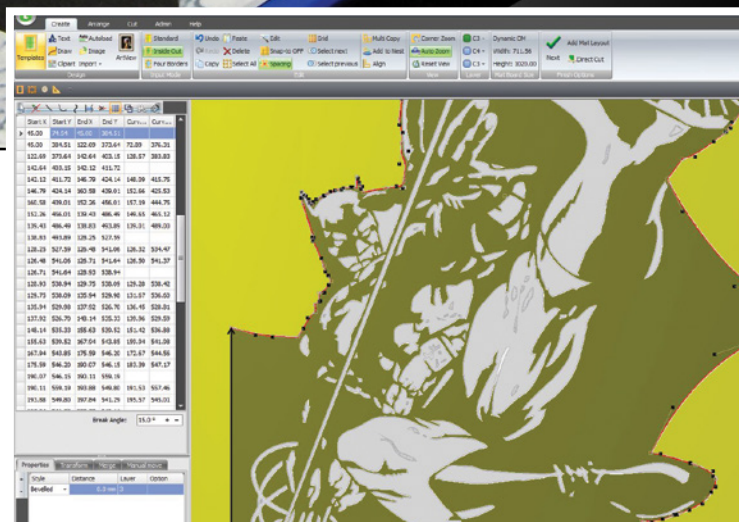


Jared Davis, MCPF, GCF, created this carved matboard artwork, “Fly by Knight,” as a unique tribute to, Jim Lee, a world-renowned comic book artist, writer, editor and publisher.

The piece was all cut using a Gunnar Hybrid CMC, and the digital file was created using a combination of Adobe Photoshop, Corel Draw and Gunnar GMC software.

Multiple matboard layers were incorporated with hidden inlays to create a three-dimensional effect. It has over 168 cutouts and the overall dimensions are 28” x 39”.

The outside background imagery was printed directly onto the bottom mat layer using an Epson Wide Format printer.



Fly by knight image, and image of software.

The total amount of time taken to create this from beginning to end was over 20 hours.

“It’s not for sale, and it is classified as ‘person tribute art’ – for myself!” says Jared, a member of the PPGA international Board of Directors, member of the Australian Chapter, and author of “Getting the most value from your CMC.” He is an industry veteran of 25 years, and a recognized international speaker and educator, working as product manager for Megawood Larson Juhl, Australia, and as an international consultant for GUNNAR, based in Switzerland. ❖

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Farewell, Friend



PPFA members mourn the loss of industry pioneer William Parker, MCPF, GCF

*W*illiam Parris Parker, MCPF, GCF, FATG, a key figure in the custom framing industry and long time member of the Professional Picture Framers Association (PPFA), died July 25, 2017, at the age of 63. A memorial service was held July 29 at the First Baptist Church in Fort Payne, Ala., where William lived after moving from Nashville, Tenn., where he previously was the owner of Ambiance By Parker Inc., and William Parker Designs.

William served PPFA for more than 25 years in many leadership capacities, including as the association's president for two consecutive terms (2002-2004). He volunteered on many committees and the Guidelines Task Force, was a competition judge and MCPF examiner, and a driving force in developing the certification programs, especially the Master Certified Picture Framer program.

A frequent author of framing articles, he also was a speaker and educator at the national and Chapter level, frequently teaming up with Bob Carter, The Frame Up, Phoenix, Ariz., and Vivian Kistler, MCPF, GCF, among others.

William was honored at the 2007 PPFA Convention with the PPFA Award of Distinction for Leadership. He also served on the PMA board during PPFA's years with Photo Marketing Association.

William held a bachelor's degree in European History and English Literature from Birmingham Southern College; an MBA in accounting and finance from Vanderbilt University; and in more recent years earned an arts degree from Nashville State Community College, where he also was an adjunct instructor, teaching assistant, and grant coordinator.

PPFA President Greg Norris, CPF, notes that William set the bar high for the framing industry. "William was a dynamic force in the industry and in the association, and so much of what PPFA does today to help framers succeed was due to his commitment and leadership over many years," he says. "William encouraged me to take on leadership roles and spent hours with me on the phone helping me develop a vision for the future of the PPFA."

PPFA Immediate Past President Robin Gentry, MCPF, was a close friend. "William was the one who encouraged me in PPFA and my business. He would talk to me about volunteering for PPFA and how wonderful an experience it brings," she says. "He encouraged me to enter PPFA Competitions, get my CPF, and then my MCPF."

"William was a dynamic force in the industry and in the association, and so much of what PPFA does today to help framers succeed was due to his commitment and leadership over many years."

“He was always there to answer questions and just listen. I would call and we would talk for an hour or more. He always had an interesting story about the past and how things developed. If you ever wanted to know why something was the way it was concerning PPFA policy he knew. He would explain and take time to be sure you understood the reasons behind a decision. This also was true for framing. If I was unsure of how to do something I would call William and he would always help.”

Former PPFA president John Pruitt, CPF, fondly recalls William’s articles, many of which included conversations with Eli, his dog. “He would talk to Eli and try to explain what ROI meant. Eli would just jump up and run into the backyard and try to dig up a mole or two,” John explains. “William knew Eli didn’t care a dog bone about ROI, but he hoped picture framers would grasp the importance of this and many other topics.”

John remembers William as a writer, an educator, a storehouse of amusing stories and a friend. “He was self-deprecating to a fault,” he says. “He always had jokes and stories.”

John adds that William had an easy, relaxed manner of presenting topics. “His desire was to have everyone participate so both novices and experienced framers could learn or relearn the material,” he says. “He never assumed a superior attitude. You always thought you could talk to him about anything.

“I never heard an angry word pass through his lips. For the 18 years that I had contact with him, he left everyone in every situation with positive feelings.”

PPFA board member Carol Graham has fond memories of interactions. “William was a kind and wise man with whom it was a delight to talk,” she says. “He was always so down-to-earth and approachable that you almost forgot his prominence in the industry. I always enjoyed reading his many articles in the magazines—they were forthright, honest and eye opening.”

Jim Miller, MCPF, GCF, a fellow PPFA educator and long time PPFA member, served alongside William in several capacities “William was an accomplished framer, an honored PPFA leader and educator, a gentleman, and a good friend to many framers, including me,” he says. “He was also a very good negotiator and a superb diplomat, whose moderating influence was valuable in all of his PPFA volunteer committee work. During our

development of the MCPF program, William was the one who brought all of the committee members into agreement, and we all appreciated his talents.”

Like Miller, Ellen Collins, MCPF, was a long time friend and colleague. “Woe betide anyone who presumed to call him Bill or Will!” she says with a smile. “In his quiet Southern way, he would inform the person that he was to be called William. Period.”

Former PPFA President Ken Link, CPF, notes that William provided leadership to PPFA through difficult and uncertain times. “William always had the best interest of PPFA as his focus,” Ken says. “With the grace and charm of a ‘true Southern gentleman,’ he always found ways to find solutions that were for the betterment of the organization as a whole. His wisdom and leadership will be truly missed. I will personally miss him as a friend and a mentor.”

Fellow PPFA educator John Raney, CPF, GCF, first met William while teaching together, and recalls William would enjoy sharing at the grass roots level, demonstrating the patience of a compassionate parent. “William will be missed by many colleagues in the art and framing community,” he says. “William’s larger than life image was so graciously balanced with his gentle spirit, quick wit and intelligence. Anyone could speak with him, and he would always give them the time, and most importantly, respect.

“When confronted by obstacles or adversity, William would definitely have a position on any subject, but he had a way of sharing his position with the greatest of diplomacy.”

PPFA Director Jared Davis, MCPF, GCF, appreciated William’s broad scope and understanding of the many different facets of the framing industry, in his articles. “William had an ability to always shed light where there was darkness, and in some cases reveal enlightening humor on the somewhat difficult challenges facing our industry,” he says. “He was very supportive of our industry and his contributions will be acknowledged by many, including myself, for years to come.”

Former PPFA President Fran Gray, MCPF, says William was a true southern gentleman, who was always willing to share his knowledge of framing and business with anyone who would ask. “I will truly miss him as a mentor but more importantly a dear friend,” she says. ❖

Fun at FRAMECON!

The New England Chapter hosted FRAMECON, June 3-5 in Sturbridge, Mass. The event kicked off with a Saturday evening cocktail reception followed by two days of education taught by Tim Franer, CPF, GCF; Jim Miller, MCPF, GCF; Harry Gaston, MCPF; and Cliff Wilson, MCPF; as well as a vendor showcase, a Breakout Breakfast, and an evening of bowling.



Tim Franer, CPF, CMG, led classes in How To Create Great Framing Designs, Fabric Wrapped Mats, and Fundamentals of Design.



Jim Miller, MCPF, GCF, taught classes about shadowboxes and needleart.



Attendees enjoyed a hands-on workshop on creating fabric-wrapped mats.



This happy group of framers enjoyed a fun social evening of bowling during FRAMECON.



Harry Gaston, MCPF taught Essentials of Framing.



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How To Achieve Certification

While the written Certified Picture Framer (CPF) exam will be available at FrameFest in Florida in September, and at the PPFA 2018 Convention next January in Las Vegas, a convenient online version is available. Several people recently started the process, most arranging it at local libraries.

For further information on the CPF exam, how to register, get a free Study Guide and reading list, and arrange for a proctor, visit www.ppfa.com, where you'll also find the online store to purchase books.

CPFs who would like to earn the prestigious Master Certified Picture Framer (MCPF) designation, will find information at www.ppfa.com. The hands-on MCPF exam can be arranged locally, or at the annual Convention.

Register for the exams or Recertification at the [Online Store](#). Any questions, email certification@ppfa.com.

CPF and MCPF Scholarships

Each year, PPFA offers at least one Thomas L. McKeon CPF Exam Scholarship, covering the \$225 cost of the exam.

Crescent Cardboard is sponsoring one annual \$1,000 MCPF Scholarship for the next five years, helping to offset the cost of the exam, travel and expenses.

Hurry! The deadline for 2018 scholarships is September 15, 2017. Visit the [PPFA online store](#) and find the scholarship application under Certification in the drop down menu.

Marketing

Those earning the CPF and MCPF designations receive the right to use CPF or MCPF after their name; receive a certificate and lapel pin; and can purchase materials from the on-line store to promote their designation.

Are You Due to Recertify This Year?

- MCPF and CPF designation holders are required to take an authorized Recertification Course once every four years. Check your CPF certificate and see if it's time for you to recertify!
- The Recertification Course is an educational program. It is not a test, but a course to share new knowledge and techniques.



- The Recertification Course is available at FrameFest in September, at January's PPFA Convention, and as a convenient download from the Online Store at ppfa.com.



PPFA Certification — A Great Learning and Marketing Tool!

"I wanted to challenge myself. Preparing for the test was an education in itself. If I can get any distinction and edge from my competition, I'm going to do it."

Randy Parrish, CPF

"My customers were impressed when they learned that I have this certification. As word got around, I got lots of referrals because of this."

Miranda Smith, CPF

"The process of studying was where the most benefit came. As I read the suggested material, I was amazed at what I'd forgotten over the years. No matter how much you think you know, there is always more to learn."

Harry Gaston, CPF

"The MCPF exam was a great and rewarding test of my knowledge and ability. I've been extremely pleased with how much it has helped in marketing and the growth of my business!"

Cliff Wilson, MCPF



Help Consumers Find You!

Have you created your retailer profile in the PPFA Directory? If not, you're missing out on a great marketing tool and a way for consumers to easily find you! Follow these easy steps:

1. Go to ppfadirectory.com.
2. Select Membership from menu items in the top banner.
3. Most of you will select the middle of 3 membership levels: "Most Popular, Business Membership U.S." Click on Sign up.
4. Enter your information in the fields.
5. At the bottom of the screen, under payment, enter your promotional code in the box provided, and it will take you to a screen where you can add details.
6. Choose up to 20 categories – these are items consumers will see.
7. Add photos and videos, if you wish.
8. When finished, you may see a screen saying "78% complete" or something similar. This means you have used that percentage of available space, not that you have not successfully completed the form.
9. Your entry will be listed as "pending" until approved by a moderator (a security feature, that also allows for a second set of eyes to catch errors).

The Directory includes articles, calendar of events, consumer blog and much more.

Need help? [Email Membership](#)

*PPFA's former findapictureframer directory redirects to this new directory.

Welcome!

A big welcome to the new members that have joined us this year.

Are You Due to Renew?

PPFA memberships run for a year from the date of joining/renewing.

If you're due to renew, or would like to join PPFA, please visit www.ppfa.com.

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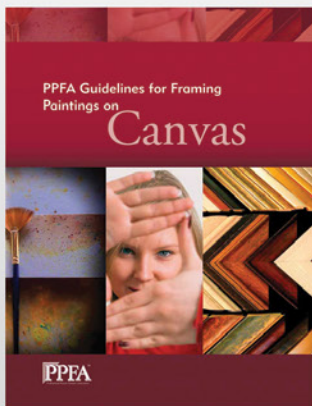


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Offering the merchandise framing retailers want!

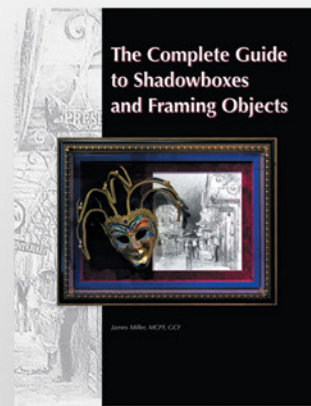
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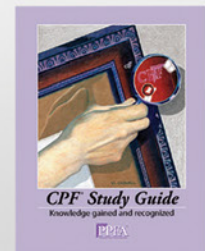


Merchandise

Shop clothing, decals, and more!



Become a
Certified Picture Framer®



Marketing Materials



Calendar of Events

September 17-18

FrameFest 2017

Embassy Suites, Lake Buena Vista South, Kissimmee, FL
Vendors, Education, and Networking.
CPF exam and CPF Recertification class set for September 16.

January 21-24, 2018

PPFA Convention, with WCAF Expo/The National Conference

Las Vegas, NV

PPFA 2018 will once again have a great line up of dynamic speakers and topics, the finals of the International OPEN and PRINT Framing Competition, certification exams and courses, several special events and much more.

Events are open to members & nonmembers!

Visit the PPFA Framers Corner calendar at www.ppfacorner.com.

Call-out for Speakers!

If you would like to be considered as a speaker at PPFA events, or have suggestions for education topics and workshops, please email editor@ppfa.com.

Have a Framing Challenge? Get help at the Framers Corner!



A: This is a job for a conservator. There are so many considerations in dealing with creases in paper it is impossible to identify a method that will work consistently, e.g. the grain, composition and content of the paper, the conditions under which it was stored, and whether or not the fibers are strong enough to withstand the stress of flattening. It is ok to put an easily replaceable document in a heat press or to let it rest under weight, but with anything of value, any procedure possible in the frame shop presents risk and liability. Most customers with this kind of piece are desirous of preserving it.

I have experimented with some of the techniques that are readily available on the internet (such as humidification constructs), with varied success....and only on items I both own and place little value on. Unless you are certain of the outcome, you risk making the customer's problem your problem.

Greg Norris, CPF

Folds on paper that have happened over the years are like wrinkles on the face of an old woman. They tell the story of a life. And like wrinkle removal, sometimes the procedure works, and sometimes it doesn't. Don't let this become your problem. Frame it as is.

Ellen Collins, MCPF

To get help from framing experts, visit www.ppfacorner.com.

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