



PPFA CONNECT

NEWSLETTER OF THE PROFESSIONAL PICTURE FRAMERS ASSOCIATION

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Vegas, Here We Come!

PPFA Annual Convention offers education, special events and more

The PPFA Annual Convention—packed with dynamic education sessions, networking events, and much more—is set for January 21-24, 2018, at the West Coast Art & Frame Expo, Paris Las Vegas Hotel & Casino.

“Education is a primary focus of PPFA,” says PPFA Education Director Paul MacFarland, MCPF. “Whether you’re a rookie or

a long time framer, whether you want a hands-on class, a lecture or a demo, whether you’re looking for a business or marketing class or a session about framing techniques, you’ll find plenty of valuable topics to choose from.

“It’s also a great opportunity to take the CPF or MCPF exam, the Recertification Course, or learn about the CPF and MCPF certifications in free introductory courses.”

The 2018 speaker line-up includes Kirstie Bennett; Ellen Collins, MCPF; Robin Gentry, MCPF; David Lantrip, MCPF, GCF; Meghan MacMillan, MCPF; Jim Miller, MCPF, GCF; Chris Paschke, CPF, GCF, CMG; Hugh Phibbs; John Ranes II, CPF, GCF; Mark Wallenfang, CPF; Cliff Wilson, MCPF; and Elli Wollangk, MCPF.

Sunday’s Keynote Luncheon speaker is frame historian and consultant Suzanne Smeaton, a pioneer in the study and scholarship of period frames and always a big draw at PPFA events. Suzanne will showcase the innovative art and frame designs of painter, designer and poet Florine Stettheimer, a key member of the American avant-garde in the early years of the twentieth century. Come and enjoy lunch with friends, a fascinating presentation and leave with inventive ideas for framing artwork!

The finals of the PPFA International OPEN and PRINT Framing Competition will be judged Saturday, after which the entries will be displayed on a gallery wall near the PPFA booth, where people can vote for Popular Choice. Winners will be honored at the Competition Reception on Tuesday evening.

The President’s Dinner, featuring the annual PPFA awards, entertainment, door prizes and much more, is also set for Tuesday evening.

“Our Annual Convention is a highlight of the PPFA year,” says PPFA President Greg Norris, CPF. “Sessions fill fast, and several have limited seating – avoid disappointment and register early. I look forward to seeing you in Vegas!” ❖



PRESERVATION OUTREACH

European traditions of care provide insights and enlightenment

By Hugh Phibbs

Over the past decade, I have had the good fortune to be asked to teach preservation classes in Europe, first at the Centre de Conservation du Livre, in Arles, France, and the under the auspices of the Institute National Du Patrimoine, at their campus and at the Louvre. For the Institute of Conservation, UK (ICON) I have taught classes in London and Edinburgh and each class has provided me with a wealth of insights and perspectives, which I have used to enhance the classes I have presented for the PPFA.

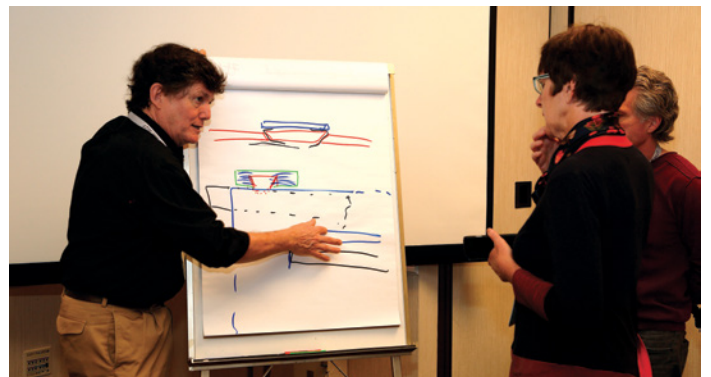
In Europe, there are fewer conservators on staff, in the museums, libraries, and archives, than there are in North America, which means that more conservators are contracted to those institutions. This can be challenging for the conservator, but it also enables ready interchange of ideas between the private practice sector and the public institutions.

I have frequently been enlightened by European traditions of care, which may not be reflected in North American conservation standards.

Some of the paper collections at the Louvre are mounted in such a manner that they can be stored upright in their boxes. While this is done with documents in our archives, our print, drawing, and photo collections are based on the idea of horizontal storage.

While starch is widely used as an adhesive, in Europe, non-polar, non-biologically active alternatives adhesives like Klucel and methyl cellulose are gaining ever wider favor. Their use on our side of the Atlantic has been largely restricted to the role of consolidant, but they are being re-envisioned in adhesive roles, in Europe. Since Klucel can be dissolved in alcohol, it has the potential for elimination for the deformation that wetting with water brings.

One might imagine that the vast historical legacy that Europe has in creating and maintaining art and artifacts might engender a resistance to new world innovations, but happily, the contrary is true. The burden of the massive cultural holdings and the finitude



Preservation expert Hugh Phibbs, retired from the National Gallery of Art, brings experience and information learned in Europe to his classes for PPFA.

of resources to be spent on their care seem to inspire an openness to new alternatives, tempered with an empirical regard for demonstrable results.

Since there is so little one can point to as preservation science, either here or in Europe, an open and investigative exchange across the Atlantic and benefit us all.

Indeed, two trips to Singapore in the last two years have also enhanced my understanding of traditions and preservation possibilities.

Fortunately, the PPFA has always had an international presence and with any luck, that can add to the international exchange of preservation enhancements. ❖

*Hugh will teach four sessions at PPFA 2018—
and his very popular classes fill fast. Avoid
disappointment and sign up early!*



WE APPRECIATE YOUR CREATIVITY & CRAFTSMANSHIP.

THAT'S WHY WE'RE HONORING IT AT BOOTH #605.

For 2018, our WCAF Expo booth is one big customer appreciation event. You'll find innovative framing projects to inspire you. Marketing ideas to engage you. Our annual Framing Competition to empower you. And a special giveaway and cocktail reception to reward you. We hope to see you there.

JOIN US AT BOOTH #605 AT THE WCAF EXPO.

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2018 PPFA ANNUAL CONVENTION

The Professional Picture Framers Association at the West Coast Art & Frame Expo and The National Conference

WA7117

MCPF/CPF

Recertification Course

Saturday, Jan 20 • 2 - 5:30 PM

Cliff Wilson, MCPF

and Elli Wollangk, MCPF

Recertification is required every four years for those who earned the CPF designation after 1993 and for all framers with the MCPF designation.

Regular Price: \$245 • Member Price: \$195

A7201

Integrated Collection Care **CE**

Sunday, Jan 21 • 9 - 11 AM

Hugh Phibbs

Clients' collections are far larger than the number of items that they may decide to frame and helping the client preserve their entire holding will benefit both framer and client. Identification, recording, access management, and provision of protective settings are all important services, which the framer can provide to the client, to ward off oxidation, infestation, climate flux, loss, and other threats of the safety of the collection. This lecture/demonstration will enable the student to enlarge their current practice to serve all the clients' preservation needs, with illustrative samples of materials and designs that enable collections care to be integral to the future of the clients' treasures.

Regular Price: \$120 • Member Price: \$95

A7192

Keynote Luncheon: Florine Stettheimer, An American Original

Sunday, Jan 21 • 11:30 AM - 1 PM • Suzanne Smeaton

Enhance your framing practice by learning about the innovative art and frame designs of Florine Stettheimer, a key member of the American avant-garde in the early years of the twentieth century. Born into a wealthy Jewish family, Florine and her sisters Ettie and Carrie hosted salons in New York attended by such luminaries as Marcel Duchamp, Georgia O'Keeffe, Alfred Steiglitz, and Gaston Lachaise. Her highly stylized portraits and depictions of art world gatherings capture a fertile period of artistic ferment. In addition to her paintings, Stettheimer created original costume designs and scenery for ballet and opera that were remarkable for the time. We will take a close look at the unique and imaginative frames Stettheimer designed for a number of her artworks and consider how understanding this can contribute to your own inventive ideas for framing art.

Regular Price: \$90 • Member Price: \$75

Keynote Sponsored by The West Coast Art & Frame Expo

A7191

Social Media 101

Sunday, Jan 21 • 1:30 - 3 PM

David Lantrip, MCPF, GCF

A third of the world's population is using social media, and that number is only going to grow. Love it or not, there is no doubt it is an incredibly powerful medium. It puts an unprecedented power in the hands of the people, and that includes business owners like you. This class is geared to the business owner who is considering social media platforms like Facebook, Instagram, or Pinterest to promote their business and connect with customers, or who is just getting started. We'll look at considerations for choosing the best platforms to use, how to get started on them, creating content, and maximizing their potential.

Regular Price: \$85 • Member Price: \$70

A7199

Adhesive-Free Support **CE**

Sunday, Jan 21 • 3:30 - 5:30 PM

Hugh Phibbs

Gentle, steady, non-confining support for works of art and artifacts without the addition of any adhesive has been a part of preservation for several decades and while it concentrates on designs that cover the margins of the supported item, alternatives that allow for some viewing of its edges are under constant review. This lecture/demonstration will provide framers with information and models they can manipulate, to better grasp the principles and practices of this vital technology.

Regular Price: \$120 • Member Price: \$95

A7202

Mounting Techniques for Framing Unusual Objects **CE**

Sunday, Jan 21 • 3:30 - 5:30 PM

Cliff Wilson, MCPF

Framing the unusual is sometimes a challenge for even the most experienced framer. Cliff will cover various mounting options that will prepare you for the unexpected. Learn about using bent rods, creating acrylic mounts, and other simple to use techniques. Whether floating a heavy object on a fabric mat or centering a delicate feather in a shadowbox, you will go back to your shop knowing just what to do. Cliff will show examples and demonstrate easy solutions for framing items only your customers could imagine.

Regular Price: \$85 • Member Price: \$70

A7003

Welcome to Vegas Reception

Sunday, Jan 21 • 6 - 7:30 PM

Enjoy networking opportunities with other retailers and suppliers as we welcome you to Las Vegas and kick off the WCAF Expo. Get a sneak peek from a number of vendors. Open to everyone. Hors d'oeuvres and cocktails. This event sells out quickly; reserve today. Hosted by the PPFA.

Regular Price: \$20 • Member Price: \$15

A7198

Disasters: Before, During, and After **CE**

Monday, Jan 22 • 9 - 11 AM

Hugh Phibbs

Fire, flood, and pestilence are all threats that must be anticipated. Planning with clients can provide them the most helpful strategies as to where and how their collections can be stored and displayed to minimize risks. Disaster preparedness includes provision of enclosure, collections tracking, and monitoring and maintenance, all of which profits both framer and client. This lecture/demonstration will enable framers to broaden and deepen their understanding and offerings.

Regular Price: \$120 • Member Price: \$95



A7196

Framing Techniques for Needle Art and Other Textiles **CE**

Monday, Jan 22 • 1:30 - 3 PM
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 needle art and textiles, including cross-stitch, garments, kalagas, crochet, tapa cloth, jerseys, and more, and how to mount them correctly. Ellen will also discuss time-saving techniques and pricing, with time for questions.

Regular Price: \$85 • Member Price: \$70

A7149

Super Staff: Hiring and Training a Great Sales Design Team

Monday, Jan 22 • 1:30 - 3:30 PM
Kirstie Bennett

Whether hiring your first staff member or improving your sales team, this class will help you develop a knowledgeable sales staff to create greater profits. If you hire staff for both design and back room duties, this class will help you optimize your employees' potential in each area. Kirstie will cover advertising, resume reading, interview questions, legal necessities, training outlines, employee handbooks, injury prevention programs, OSHA requirements, initial training techniques, ongoing training, and employee retention. Take-home workbook material will have you ready to hire and train your first or 101st employee.

Regular Price: \$85 • Member Price: \$70

A7119

Intro to CPF Exam

Monday, Jan 22 • 3:30 - 5 PM
Elli Wollangk, MCPF

Learn the purpose and benefits of certification and requirements to maintain CPF designation.

FREE (\$45 no-show fee)

CE - These classes meet the requirements for MCPF Continuing Education Credit and are open to all framers.

A7200

Short and Long Term Enclosures for Display **CE**

Monday, Jan 22 • 4 - 6 PM
Hugh Phibbs

Creating enclosures that protect art and artifacts from climate flux, oxidants, radiant energy, and biological threat can be done simply and effectively, when the enclosure will be in service for a limited time. Enclosures that can be left in service indefinitely are more difficult to create. If they are intended for display, they must rely on glass and not on plastic glazing, which leak water vapor. When laminated glass is not available, a combination of plastic and glass can serve and this lecture/demonstration will provide the student with information and material and design samples to enhance an understanding of this critical area of preservation.

Regular Price: \$120 • Member Price: \$95

A7197

Pastels & Friable Media **CE**

Monday, Jan 22 • 4 - 6 PM
Chris A. Paschke, CPF, GCF, CMG

Friable media includes pastel, chalk, charcoal, soft pencil (graphite), waxy crayon, and tempera (poster paint) as delicate mediums that require special handling. Chris will discuss the background, identification, and framing requirements to best enhance and protect these vulnerable artworks. Techniques—traditional and contemporary, mat design, bevels and spacers, mounting, oversized issues, and glazing options will be covered.

Regular Price: \$85 • Member Price: \$70

A7190

Classic and Contemporary Mat Decoration **CE**

Tuesday, Jan 23 • 9 AM - 12 PM
Meghan MacMillan, MCPF

A hands-on, slightly messy 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.

Regular Price: \$120 • Member Price: \$95

A7204

The Framing Competition Experience

Monday, Jan 22 • 7 - 8:45 AM

What do judges look for in framing competitions, and what does it take to be a winner? Whether you're interested in entering the next competition, becoming a PPFA Competition Judge, or want to learn what judges look for, this interactive session is for you! In this peek behind the scenes, you will join a judging team and experience a "mock competition" hosted by the PPFA Competition Board, and learn about the judging process. See what it takes to get a high score, why points are deducted, and much more. Refreshments will be served. Seats are limited. Pre-registration for this session is free.

On-site registration is \$20.

FREE (\$45 no-show fee)

A7203

Framer's Corner Live!

Tuesday, Jan 23 • 7 - 8:45 AM
Cliff Wilson, MCPF

Kick off your Tuesday by bringing your questions about framing, business, marketing, and more to this "live" version of the popular Framers Corner forum (ppfacorner.com). All framers are invited to join Cliff as he moderates an entertaining, informative session—with coffee and pastries to boot! Newbies and long-time framers alike will enjoy an informal and valuable get-together with this award-winning Master Certified Picture Framer and popular educator. Just like in the online Framers' Corner, you never know what experts are going to join us and contribute their expertise to the conversation. Pre-registration for this session is free.

On-site registration is \$20.

FREE (\$45 no-show fee)

A7195

Clear Film Mounting with Mylar/Melinex **CE**

Tuesday, Jan 23 • 1 - 3 PM
James Miller, MCPF, GCF

This class is about new and innovative mounting techniques for all kinds of flat and three-dimensional items, using Melinex 516 clear polyester film. The illustrated course booklet describes unique and useful mounting techniques.

Regular Price: \$85 • Member Price: \$70

PPFA Annual Convention

A7194

The Magic of Matboards: Acidity, Additives, and More **CE**

Tuesday, Jan 23 • 1:30 - 3 PM

David Lantrip, MCPF, GCF

Mats seem like a simple subject, but choosing the right product goes beyond selecting the best color and texture for a piece of artwork. Thickness, materials, and chemistry all play a role in their suitability for different levels of framing, from short-term decorative framing to preservation framing meant to last generations. David will discuss acidity, cotton vs. wood fiber, additives, and other components of mats to help cut through the confusion so that framers can make an informed choice.

Regular Price: \$85 • Member Price: \$70

A7120

Introduction to the PPFA Master Certified Picture Framer (MCPF) Exam

Tuesday, Jan 23 • 3:30 - 5 PM

Elli Wollangk, MCPF

This class, for Certified Picture Framers interested in taking the next step in accreditation, will address the purpose, benefits, and content of the exam; what is expected of a MCPF candidate; the exam process and scoring; and what is required to maintain the MCPF designation.

FREE (\$45 no-show fee)

A7189

Creating Consumer Confidence

Tuesday, Jan 23 • 4 - 5:30 PM

John Ranes II, CPF, GCF

How do successful framing businesses attract new customers—and keep them coming back for more? Whether you're a solo framer or run a larger shop, learn how to improve and expand your marketing and identity, how to create a professional image

that is respected and admired, and how to instill customers' confidence in your framing skills. John will discuss marketing, community involvement, advertising, and much more. John will reveal the subtle messages your customers get from the time they first meet with you, until the completed piece is picked up. This session will give you practical advice so you're not "just another framing business" but a place your customers recommend every time.

Regular Price: \$85 • Member Price: \$70

A7186

International Framing Competition Cocktail Reception

Tuesday, Jan 23 • 6:30 - 7:30 PM

See all of the winning frame designs and network with fellow framing retailers. Avoid disappointment—register early! Space is limited.

FREE (\$45 no-show fee)

A7175

Photographing Framed Images for Advertising and Social Media

Wednesday, Jan 24 • 9 AM - 12 PM
Mark Wallenfang, CPF

A picture really is worth a thousand words—and thousands of views on your shop's social media. Pro photographer, photography teacher, and award-winning framer Mark Wallenfang, CPF, 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 images for providing a professional image for your website, Facebook, Instagram, Pinterest, and digital framing competitions, with a camera, cell phone, iPad, or tablet.

Regular Price: \$85 • Member Price: \$70

A7116

Certified Picture Framer Exam

Wednesday, Jan 24 • 8:30 AM - 12 PM

This PPFA certification is a strong marketing tool. Test your knowledge in areas including preservation, mechanical, math, and mounting. Framers with a minimum of one year of hands-on framing experience in retail or wholesale may apply. The exam is also available online. Visit ppfa.com for details.

Regular Price: \$325 • Member Price: \$225

A7188

Calligraphy for Framers **CE**

Wednesday, Jan 24 • 10 AM - 12 PM

James Miller, MCPF, GCF

This introduction to fundamental calligraphy is designed for framers who want to add the personal touch of hand lettered captions, pen lines, and other decorative features to their framing projects. Students will see Italic and Old English (broad pen) and Roundhand Script (pointed pen) calligraphic styles demonstrated. Reproducible practice sheets and instructions will be provided. Calligraphy is a manual skill. This class introduces framers to the tools and letterforms, but diligent practice is necessary for development of professional-level proficiency. Pen set, ink, and paper for each student will be provided.

Regular Price: \$85 • Member Price: \$70

A7118

Master Certified Picture Framer Exam

Wednesday, Jan 24 • 8:30 AM - 12:30 PM

The PPFA designation of MCPF is the highest and most prestigious professional credential in the international framing industry. A framer with a minimum of five years of hands-on experience in retail or wholesale picture framing who has taken and passed the CPF exam and has taken a Recertification course within the last four years may apply.

Regular Price: \$565 • Member Price: \$400

A7180

President's Dinner

Tuesday, Jan 23 • 7:30 - 9:30 PM

Please join PPFA President Greg Norris, CPF, for this year's dinner presented by the PPFA with fun, entertainment, and door prizes. Don't miss this exciting evening with fellow members of the framing industry, the social highlight of the PPFA Convention. Avoid disappointment—register early! Space is limited.

Price: \$59



Kirstie Bennett is the co-owner of The Framers' Workshop in Berkeley, CA, which she founded in 1977. In 2013 she opened The Framers' Outlet, a ready-made frame shop adjacent to her original business. She has a staff of 10 designers and framers. She has won a number of awards, including Best Frame Shop from the San Francisco Chronicle, Constant Contact Best Newsletter Practices Award for many years, and Oakland Tribune's "Bay Area Best" for multiple years. Her business was the first certified Green Framing shop in the United States. She holds a BA in English and art history from UCLA and is a guest speaker on framing for photographers and printmakers for Berkeley City College. She serves as a consultant for Tru Vue.



Meghan MacMillan, MCPF, started in framing over 30 years ago, and has worked in every type of retail framing business, as well as a few wholesale ones. She owned her own shop for 11 years; since closing in 2015, she has been framing at The Mitre Box, in Baltimore. An educator at the regional and national level, she is also an examiner for the Master Certified Picture Framer (MCPF) exam, Recertification Course instructor, PPFA International Framing Competition judge, and serves on the PPFA Awards & Recognitions Committee and PPFA Certification Board.



Award of Distinction for Leadership 2008, the Vivian Kistler Recognition for Innovation Award 2010 for her work on the Competition Board, and the PMA Distinguished Service Award 2012 for her contribution and education in framing digital imagery.

Hugh Phibbs is the former coordinator of preservation services at the National Gallery of Art, Washington, D.C. He is an author and educator in the framing industry as well as a frequent contributor/advisor on the PPFA Framers Corner Forum. He served on the PPFA Education Committee, has contributed to the PPFA Guidelines series of books, and is a regular contributor to Picture Framing Magazine, and the PPFA CONNECT newsletter.



John Ranes, CPF, GCF, is a highly respected instructor of workshops and seminars worldwide. John teaches for The National Conference and the PPFA and consults for The Fletcher-Terry Company and Tru Vue. John has served as a PPFA Chapter officer on two Midwest chapters as well as a director on the National PPFA Board. John was awarded the PPFA Lifetime Achievement Award in January 2015. John, with his wife, Sarah, own The Frame Workshop of Appleton, WI. Established in 1978, their shop has won more than 100 framing awards, including two successive awards from the Fine Art Trade Guild in the UK as well as a National Australian Framing Competition award.



Suzanne Smeaton is a pioneer in the study and scholarship of period frames, framing fine art for museums and collectors for over 40 years. Suzanne works with public and private clients, private dealers, and art consultants. An author on the topic of frames and American frame history, her publications include essays in *The Gilded Edge: The Art of the Frame* (2000), an essay on frames in *Life's Pleasures The Ashcan Artists' Brush With Leisure 1895 - 1925* (2007), and an essay



about the re-creation of the original frame on Emanuel Leutze's "Washington Crossing the Delaware" for the Bulletin of the Metropolitan Museum of Art. Suzanne is a frequent lecturer and instructor for museums, appraisal organizations, and art appreciation groups across the country.

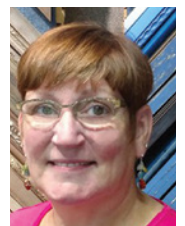
Mark Wallenfang, CPF, has owned Shooting Star Photo & Custom Framing in Appleton, WI, for more than three decades. He was a sports photographer for the Green Bay Packers' weekly newspaper as well as for other national image sources. His photos have appeared in national and international sports publications, including *Sports Illustrated* and *ESPN the Magazine*. He was the main photo contributor for the New York Times best-seller *FAVRE*. A graduate of the University of Wisconsin-Oshkosh and Brooks Institute of Photography in Santa Barbara, CA, Mark is an award-winning framer. He teaches photography classes at Fox Valley Technical College in Appleton.



Cliff Wilson, MCPF, has owned Framed In Tatnuck for over 14 years. He has served in various positions with PPFA at both the chapter and national levels. He has taught at the PPFA Annual Convention as well as at numerous chapter events, and was awarded the PPFA Award for Distinction for Leadership in 2015. Cliff spent 25 years in the computer industry, many of them in senior management positions and as a board member. He has also served on many non-profit boards. He holds a BS in mathematics and computer science as well as an MBA.



Elli Wollangk, MCPF, is the co-owner of Custom Design Workshop in Oshkosh, WI. Elli has been framing since 2003. An active member of the PPFA since the beginning of her framing career, she served as secretary and president of the Wisconsin Chapter. She is an MCPF Examiner, an Accredited Competition Judge, a member of the Guidelines Taskforce, and is currently the Certification Board Chair.



Ellen Collins, MCPF, was the owner, with her husband Roger, of Howard's Art & Frames in Hagerstown, MD. The couple retired recently. Ellen has been framing since 1979. A long-time PPFA member and speaker at regional and national events, she has served as vice president of PPFA, chair of the Certification Board, on the Guidelines Task Force. She is an MCPF examiner, PPFA competition judge, and past president of the PPFA National Capital Chapter.



James Miller, MCPF, GCF founded ARTFRAME, Inc. in 1988. His storefront business, sold in 2015, specialized in protective framing, with emphasis on creative framing of three-dimensional objects. In 1990, Miller earned PPFA's Certified Picture Framer (CPF) designation, and in 2004, he earned the MCPF designation. As a member of PPFA's Certification Board, he helped develop the Master Certified Picture Framer (MCPF) program and oversaw a review of the CPF program. As an educator, Miller presents framing courses at educational venues. As a staff writer for *Picture Framing Magazine*, he has authored numerous feature articles on various framing topics. He has authored two instructional books for framers: *Mounting Objects with Clear Film* and *The Complete Guide to Shadowboxes and Framing Objects*.



Chris A. Paschke, CPF, GCF, CMG, owner of Designs Ink in Tehachapi, CA, is a second-generation professional picture framer with over four decades of experience. She is an artist and educator, has authored numerous magazine series, including "The Essence of Design," "Design Concepts," and "Digital Directions for PFM," and has four self-published books on mounting. She currently writes the "Mastering Mounting" column for *PFM* and is a contributing writer to *The Artist's Magazine*, *The Pastel Journal*, and *Watercolor Artist Magazine*. She has been honored with the PPFA



David Lantrip, MCPF, GCF, is the director of education for Franchise Concepts, the franchisor for Deck The Walls, The Great Frame Up and Framing & Art Centre stores. He has served in a number of roles in the PPFA, including serving as a member of the International Board of Directors and on various boards and committees. David recently earned a master's degree in mass communications from the University of Florida.



To see full speaker biographies, please visit www.wcafexpo.com

Thank You

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EDUCATION *Tru Vue*
PPFA Framers Corner Online Forum

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FRAMING COMPETITION RECEPTION** *Tru Vue*

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Vermont Hardwoods

KEYNOTE LUNCHEON *West Coast Art & Frame Expo*

POPULAR CHOICE AWARDS *Picture Framing Magazine*

PRESIDENT'S DINNER *EnCore Products*

WELCOME TO VEGAS RECEPTION TABLETOP VENDORS *EnCore Products*
Meadowbrook Insurance
Picture Framing Magazine
Professional Picture Framers Association
PPFA Framers Corner
Wizard International

**As of December 21, 2018*

Vote for Popular Choice!

Be sure to visit the Gallery Wall showcasing the finalists in the PPFA International OPEN and PRINT Framing Competition – and vote for your choice of Popular Choice in both categories!

Check out the great designs and innovative framing ideas. PRINT competitors framed a Sun Dappled II Print piece on metal; and OPEN competitors framed an item of their own choosing.

The Gallery Wall will be located near the PPFA Booth in the Champagne Hall.

The awards reception, sponsored by Tru Vue, will be on Tuesday evening.

PPFA is also offering a new class, The Framing Competition Experience – an interactive session for anyone interested in entering a competition, becoming a judge, or learning what judges look for.



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- Association Program that provides dividend opportunities for eligible participating members
- Superior claims handling
- Personal customer service representative
- Access to risk management services and much more



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.



Sondra Quatraro
MCPF
Frank's Hang Ups
Vero Beach, FL



The team at Frank's Hang Ups has framed many intriguing items, including:

- A silver bar weighing 65lbs from the shipwrecked Spanish galleon Nuestra Señora de Atocha (Our Lady of Atocha) that sank in a hurricane in 1622 off the Florida Keys. At the time of her sinking, the ship was laden with copper, silver, gold, tobacco, gems, and indigo from Spanish ports in New Granada, bound for Spain.
 - A 5-inch tall Maasai beaded neck collar worn by a lady of the tribe. The Maasai inhabit S. Kenya and N. Tanzania.
 - A headdress made of African green parrot feathers with tendrils also made of the feathers.
 - Fishing flies in a water box with a map behind of the river where the flies would be used.
 - Authentic antique shoes worn by Chinese ladies to bind their feet.
 - An 8-by-7-foot Tapa cloth large enough to cover a king size bed.
- Dual-framed tow truck mementoes. The right frame contains a business card and receipt pad from a towing firm from the 50s and 60s and a photo of one of their tow trucks built by the owner. The left frame has a newspaper photo of a wreck they towed and the owner/tow truck driver and there is broken glass on the wrecked car. The two frames are connected by open screw eyes with a chain and hung so the left frame is lower and angled, to appear as if the tow truck is towing the photo of the wreck. The mat on the smaller frame was cut so the image would be straight when looked at with a black line around the mat opening. The frame on the right also has a black line around the three openings, to pull them together.

IN MEMORIAM: KENNETH LINK

Long time PPFA member Ken Link died Dec. 17 at age 71. After retiring from Boeing (McDonnell Aircraft) after 32 years in 1999, Ken joined his wife Glenda at their business, Picture This and More, in Alton for 23 years. Many customers became longtime friends. Ken held several offices in the Professional Picture Framers Association, St. Louis Chapter and was president of PPFA for two years. He was a talented musician and drummer, sharing that interest with his son and grandson. He also enjoyed golf and traveling, especially England and France. Ken was a life long learner, loved computers and anything technical. He enjoyed developing websites for several businesses and organizations. His latest interest was photography and he was preparing a website to share his photos. Ken is survived by Glenda, his wife of 53 years, three children, five grandchildren and two great-grandchildren.

Online guestbook and information may be found at www.gentfuneralhome.com.



How To Achieve Certification

While the written Certified Picture Framer (CPF) exam will be available on Wednesday, January 24 at the PPFA 2018 Convention in Las Vegas, a convenient online version is available.

Several people recently took the exam, arranging to take it at local libraries and community colleges.

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](http://www.ppfa.com). 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.

Visit the [PPFA online store](http://www.ppfa.com) 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 on Saturday, January 20 at the PPFA 2018 Convention, and as a convenient download from the Online Store at www.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

Congratulations to these new Certified Picture Framers!

Congratulations to Christine Cook, CPF, of Saline Picture Frame, Saline, Mich.! A CPF exam scholarship winner announced in January, Christine took the exam online at the Chelsea District Library, with Randy Parrish, CPF, serving as proctor.

Congratulations also to Alex Moore, CPF, and Georgia Harden, CPF, both from Black Bird Framing in Asheville, N.C., who took the online exam at a local

community college's testing center.

We also have two new CPFs Down Under. Carolyn Smith, CPF, and Kristy Plaister, CPF, both employees at Frame Today in Warners Bay, NSW, took and passed the CPF exam during an event hosted by Antons Moulding.

Congratulations to all five new Certified Picture Framers, very well done!

Dynamic Down Under Events

Antons Mouldings in Melbourne, Australia, a leader in the wholesale supply of products to the Australian and New Zealand picture framing industry, hosted a recent event. (At right) Attendees enjoyed a demonstration of cutting and joining of frames and basic maintenance of machinery. The event also included the CPF Exam. PPFA also had a booth at the recent biannual Art and Frame Show in Sydney. The new slate of officers in Australia includes Wayne Baker, MCPF, president; Campbell Hughes, vice president; Rex Hutchinson, treasurer; and Claire Walsh CPF, secretary.



French Matting Fun



The Gulf Coast Chapter hosted an Oct. 8 hands-on class, “French Matting-Line and Wash,” taught by Linda Wassell, MCPF, and held at Patricia Donham’s Upper Bay Gallery and Art Frame Shop in League City, Texas.

After explaining the history of line and wash matting, Linda demonstrated several techniques and processes and explained the inks, pens and papers. Students then did their own line and wash mats.

Mary Boone of T-Distribution donated and cut mats, and Jerry Cornelius, CPF, owner of Canyon Creek Art & Frame, Richardson, Texas, donated marbled paper designs printed on satin paper.

Around 20 attendees from all over Texas included Gulf Coast PPFA members, Central Texas PPFA board members and new framers.

The event included lunch and a celebration of the 45th anniversary of the Gulf Coast Chapter, one of the first PPFA chapters in the country, founded by Don Berkman, MCPF; Keith Hoak, CPF; Linda Wassell, MCPF; Pat Bradley, CPF, and Bill Bradley, CPF, of Bradley’s Art & Frame, Houston.

Ursula Overdiek, CPF, Hang Ups, Cedar Park, Texas, and Robert Grothues, MCPF, Art Incorporated, San Antonio, were among attendees at the Gulf Coast Chapter owner of French Matting Line & Wash class taught by Linda Wassell, MCPF. Ursula won a French matting tool donated by Meghan MacMillan, MCPF.

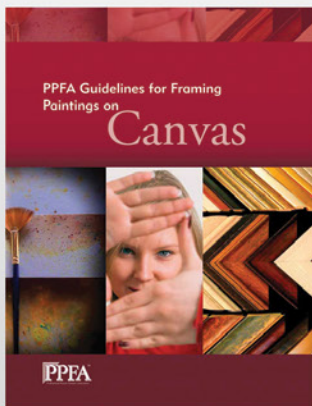


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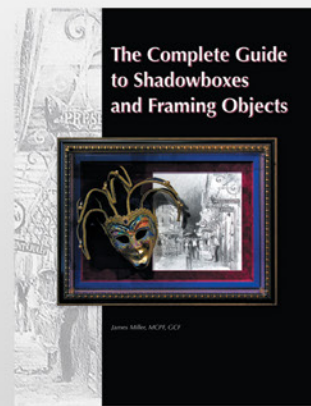
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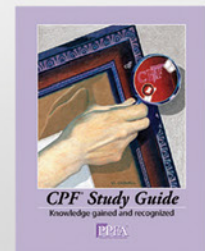


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Have a Framing Challenge?

Get help at the Framers' Corner!



The best presentation that achieves maximum preservation is a full size, deep shadowbox with the jersey fully supported on a padded manikin. Think of the way museums mount clothing on display or dress forms.

I would design it to be opened like a cabinet. Customers are often unhappy with both the cost and size of this method.

My second choice would be a padded hanger, but this will allow gravity to stress the shoulders over time.

The ability to both open it up and also block out light when not being viewed would probably be a plus, particularly if there is a signature.

A jersey appraised at \$20,000 probably deserves the best in preservation and protection.

I would not be comfortable sewing or otherwise attaching it to a board since it would not be 100% reversible. I have removed a few jerseys from frames I had sewn down a decade before, and while they were in good condition, they were unmistakably changed despite using the best materials and UV glass. There was inconsistent fading in some colored areas that were partially folded under and there were some visible holes from where it had been sewn. I could smooth them away until nearly invisible, but they were changed.

Unless you routinely have items this valuable in your shop, you should add up the value of the items you currently have on hand and make sure your insurance is adequate. Increasing your coverage for a month or so won't cost much, but you will sleep better.

Gregory Norris, CPF

Huntington Hall of Frames

Cliff Wilson, MCPF, a moderator on the Framers' Corner online forum, will lead Framers Corner Live! at the PPFA 2018 Convention. Be sure to register for this dynamic event!

I am less fearful of a good sewing technique as I am the damage (fading).

You have limited control over the fading of the fabric or the signature even if you are using the finest Tru-View Museum glass or TV Optium Acrylic. Prolonged exposure to UV and actually, ALL light can cause fading. You do not know where the customer plans on hanging this item?

If your customer "thinks" this is worth \$20K rather than an official appraisal, then they would be the first to be angry at you if they discovered any fading develop in 3-5 years, so they need to be advised that fading occurs from many sources of exposure to light and heat. A valid question to ask is: Do you want to protect the item for potential resale and view it as an investment? Or is this an item you want to enjoy viewing in your home or office?

If you do sew mount the jersey as opposed to hanging it on a hanger (drape), I would construct a form of coroplast core with rag board exteriors. The rag board can be sanded around the perimeter to create a soft edge against the fabric of the jersey.

John Ranes II, CPF, GCF

The Frame Workshop of Appleton

Gregory and John's comments have addressed the relevant points. I agree with the conformal mount suggestion and case. I'm finishing up such a mount for a heavily Native American heavily beaded buckskin vest. An advantage of that type of mount and display is access to both sides, which I would think would be important for a jersey as well.

Light is a critical concern. Definitely educate the owner on the importance of limiting light exposure. You could include a Blue Wool indicator card in the framing package to give them a way to gauge if there's a problem.

<http://www.gaylord.com/Environmental...Card/p/61-212>

Paul Storch, Objects Conservator

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