

PPFA CONNECT

NEWSLETTER OF THE PROFESSIONAL PICTURE FRAMERS ASSOCIATION

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The PPFA Framers Corner is published by The Professional Picture Framers Association. PPFA is managed by Monarch Expositions, (principals of the West Coast Art & Frame Expo and Picture Framing Magazine), 83 South Street, Ste. 303, Freehold, NJ 07728. Contact: editor@ppfa.com.

Mad for Plaid

Award-winning, kilt-wearing
Walden Framer is a big retail success

When Ed Pioli decided to open Walden Framer, he knew all the risks and challenges involved in a brick and mortar retail custom frame shop. "I knew it would require a lot of strength and stamina and I knew I wanted to be my own man. The image of a Highland Warrior immediately came to mind," he says, explaining his penchant for wearing a kilt – what he calls 'the plaid elephant in the room.'

"Attention? You betcha! But that's not the reason I wear it. I wear the kilt at the shop to summon that strength and pride daily and own over a dozen different tartans. Not to mention it would be a crime to hide knees as sexy as these," he says with a smile.

"Customers seem to have embraced the kilt, although most men pretend not to notice. Comments range from 'I love it' to 'Aren't you cold?'

"At this point I'm not even aware I'm wearing it, and yet it's become as much a part of the image and identity of Walden Framer as the logo."

A small shop – around 650 square feet including the powder room –

Walden Framer is a big winner when it comes to custom framing.

"When we say 'Shop Small' we mean it," Pioli says. "It's like working in a framing food truck, but it's reflective of our independent spirit and business values. We're a neighborhood frame shop with a small footprint and a lot of heart. We're a family business and keep it small and in the family."

Located on a corner in Lexington, Mass., about 20 minutes outside of Boston, the shop's customers tend to



Above right: Ed Pioli's kilts are a fun and attention-grabbing feature – here he sports his competition ribbons in place of a traditional sporran. To the left, Ed Pioli has been a framer for 25 years. The Walden Framer shop is on a corner in Lexington, Mass.

reflect the general demographics of the area – upper/middle class and college educated.

As the ‘new kid on the block,’ job No. 1 for Pioli is leading the world to his door. When the shop first opened, a personal, hand-addressed, first class postage direct mailing kept the team warm through the winter months.

That was followed with a professional website launch which continues to reinforce the shop’s message and image.

“We love Facebook most of all – it’s the perfect platform for us to show our work and build relationships,” Pioli says. “We post almost every day, trying to keep our message fresh and unique with our own home cooked content and photos.

“It’s a challenge some days, but we’re rewarded with the engagement we get from people who follow our page.”

Pioli’s original career was in arts/graphic design, something he viewed as his path to opportunity.

“Not having the capacity to think mathematically, I relied on the visual side of my brain for communication and creative expression,” he explains. “To this day, visualizing ideas comes easily yet I still have to picture apples and oranges to process a simple math problem.”

After freelancing in graphic design in Boston fresh out of college, Pioli wanted to do something creative with his hands and fell into framing as a career that combined the skills of both a designer and a craftsman.

“Essentially, framing uses all the principles of graphic design along with tangible and tactile elements and textures like wood,



Above: Ed Pioli’s “TV Dinner” took first place in OPEN and Popular Choice at the New England Chapter, and third place and a judge’s award at PPFA 2016 in Las Vegas.
Below: The famous kilt and the Walden Framers logo with a pack of ‘fans.’

Customers have brought an eclectic mix of items to his door. “We’ve framed feathers, musical instruments, illuminated manuscripts, baby teeth and everything in between,” Pioli says. “The most distasteful object we framed was a petrified Piranha carcass with spider webs in its mouth. A customer had traveled to the Amazon, where he climbed a tree and found it lying in an eagle’s nest.

“Honestly, at this point we view everything we frame through our customer’s eyes. Someone’s child’s drawing could hold as much value as another person’s PhD. or Picasso. Our job remains the same. Display - Protect & Preserve.”

A member of the New England Chapter, Pioli enjoys their meetings, and also enjoys the annual PPFA Convention in Vegas.

“I’m a New Englander, always have been, always will be and believe strong fences make good neighbors – but every now and then you gotta hop over and find out why their grass looks greener,” he says. “The annual Convention is the one place to get a view from 10,000 feet and learn from the best in the business.”

A custom picture framer for 25 years, garnering national and regional awards for framing excellence, in January, Pioli won two first place ribbons in Print and Open and Popular Choice at the New England Com-

petition last October and went on to win third place and a Judges Award in the PPFA OPEN International Framing Competition with his framed “TV Dinner.”

“Win, lose or draw, we enter the competitions to push our creative boundaries and challenge our framing skills,” he says. “We do and learn something new every time we enter. And we like getting ribbons.”

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'ROCK' STAR

A dramatic shadowbox took First Place and Popular Choice awards in both the PPFA 2016 OPEN International Framing Competition and the Larson-Juhl Design Stars Competition at January's West Coast Art & Frame Expo in Vegas.

The shadowbox, created by John Ranes II, CPF, GCF, and Frame Workshop of Appleton framers Candy Wiater and Michelle Kittredge, featured a small piece of concrete from the Berlin Wall after its destruction in 1989.

Since John spent a few years living in Germany, and visited West Berlin in 1972 when the Wall was still standing, this piece of German history – a gift from a German business associate – has very special meaning for him.

To showcase this historic nugget John chose eight photos from the Wall's 28-year-history, including images of the Brandenburg Gate; Soviet and U.S. tanks in a stand-off at Checkpoint Charlie; an East German soldier jumping the barbed wire barrier; children playing in the shadow of the Wall; and 18-year-old Peter Fechter, one of an estimated 137 people who lost their lives in a bid for freedom.

Each photo is mounted to foam board with reverse bevels floating above a background of Artique 4934 Chestnut matboard; the same matboard was cut with reverse bevels to create the matting around the images.

The 24-by-26 inch piece is framed in an "Aged Steel" moulding from Larson-Juhl's Anvil collection, a wood moulding with the texture and feel of rusted metal.

The 3-inch wide LJ572620 Shell profile was turned on end – flipped upwards and ripped on a table saw to create a thinner but tall base. The traditional cap moulding LJ291615 from the same family was added, glued together to provide the needed depth to house the concrete piece and motor. A similar profile, LJ288618, was used to create a fillet around the center opening for the rock, mitered in reverse to



place the rabbit to the outside.

A small wooden platform was screwed to the base rail of moulding to hold the motor in place and create an area to secure the transformer for LED lighting. Foam board strips, all the same width, created wall segments that interlocked, creating stability for the

backing board as well as a chamber around the rock to attach the LED lighting. A small, lightweight 110v motor designed for German Candle pyramids was used, rotating at a "perfect for viewing" speed of 3.5 revolutions per minute.

The original capstan was modified to hold the rock in place with silicone adhesive, and painted to mimic the finish of the frame. Mounting an extension cord within the wooden housing provided an outlet to plug in the LED Light trans-

former in addition to the turning motor. The backing was completed with a back wall of black foam board and the project completed with Tru-View's Museum glass.

Hook-Ups, a strap mirror hanger allowing for level adjustment, holds the frame close to the wall and stable.

This piece of European history now has pride of place in John's Wisconsin home.

*Prize-winning
shadowbox
includes a piece
of history from
the Berlin Wall*



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'Down Under' Members Get Together....



The Australia/New Zealand Chapter conducted its first ever PPFA 3-day workshop March 10-12 at Megawood Larson Juhl in Brisbane, which donated their venue and facilities.

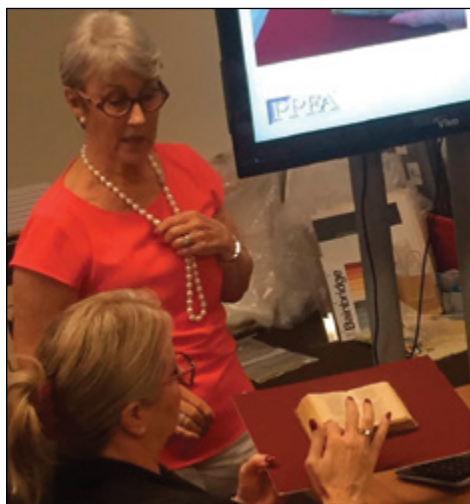
The event drew 23 framers who travelled from every corner, and almost every state of Australia.

This fun, interactive hands-on event covered the fundamentals of framing – broken down into different areas such as Paper, Textiles, Photography & Objects.

Most of the classes, taught by Quentin Webster, MCPF, (below), Cathy Webster (below right) and Wayne Baker, CPF, (at right) and Jared Davis, MCPF, were directed towards the required criteria for framers who wish to sit the CPF exam - which will be held at an "Advanced" workshop event to be in September. The event also resulted in the sale of 45 PPFA Guidelines books.

Second Annual Advanced Framing Workshop

PPFA Australia in conjunction with Megawood Larson-Juhl, have scheduled ADVANCED training workshops for September 14-16, 2016, in Brisbane. This workshop will cover more advanced areas of framing knowledge, and incorporates an opportunity for those who wish to sit the PPFA CPF® exam on September 17. This workshop will be held after Megawood Larson-Juhl's Product Launch Event on Wednesday the 14th of September, featuring FREE educational seminars by PPFA Committee Member, Jared Davis MCPF, GCF.



Winners of the PPFA International PRINT Competition:



Boris Smorodinsky and Jay Gallo, Striving Artists, Chatsworth, Calif., were first place winners in the PRINT category, where all participants framed the same “Little Birds” artwork by Chris Paschke, CPF, GCF. The two also won a Judges Award, sponsored by David Waldmann at Vermont Hardwoods, for Drama (Most Dramatic Viewer Impact).

Boris also was quoted in this article from Houzz.com, [“Your Guide to Custom Framing Photos and Art.”](#) and where PPFA also got ink. The full article can be found in the July issue of [Picture Framing Magazine](#).

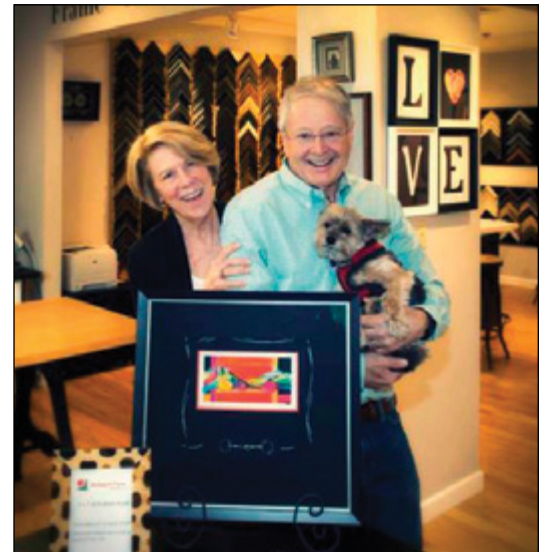


Meanwhile, Across the Pond...



An intrepid group braved wintry weather for an April meeting at Have It Framed/Blackhall Framing Gallery in Edinburgh, Scotland, to discuss the possibility of forming a PPFA Chapter in the U.K. and Ireland. The group included Mary Case GCF, Grahame Case, and Brett Keidasch from Have It Framed; Fiona Winchester GCF, SM Art Framing Solutions; Kenney Murray, GCF, Elite Framing; Kirsten Boston and Caroline Scott from Hangar Framing; Mark Mcrae, Edinburgh Framing; Mike Mcrae, Mcrae of Gorgie; Helen Towers, Dunbyus Framing; and two sales reps: David Simpson, Ashworth & Thompson; and Robert Mckeown, Arqadia. Stay tuned for more news from across the Atlantic!

And at the New England Chapter...



A large group of New England Chapter members (above left) enjoyed a March visit to the Carver's Guild in Groton, Mass.; while the June 6 meeting is "Get in the Fight!" helping framers with "Small Dog Syndrome" who can't run with the pack put some bite in their bark – with Larry and Sherry Pearl from Newburyport Framers (above right) with canine 'assistant') and a small panel of frame shop owners with strategies on how to thrive and survive.

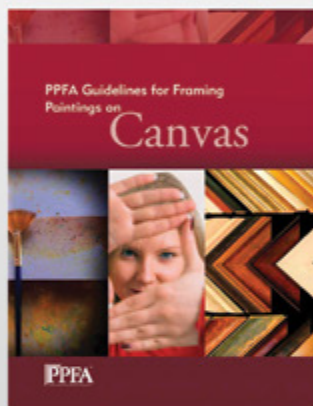


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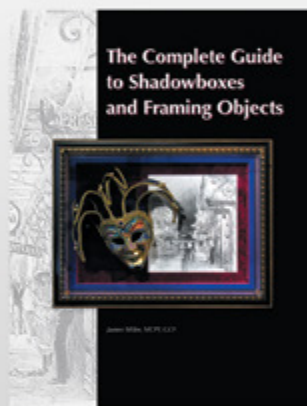
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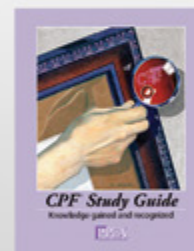


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Marketing Materials



In Indianapolis, Five Chapters Held a Meeting & Framing Competition

Five Chapters held a combined event April 16-17 in Indianapolis, along with the Nelson's Moulding 18th Educational Seminar.

Mikki Kavich, MCPF, taught "Creative Contemporary French Mats"; Joyce Michels, MCPF, taught "Let's Mount Those Medals"; and Mark Wallenfang, CPF, taught "Capture Eye Catching Images."

In the Kentucky/Tennessee framing competition, Mikki Kavich, MCPF, Mikki's Frame Shop, won First Place and Popular Choice in PRINT and First Place in OPEN.

In the Great Lakes Chapter, John Heltman, Esthetic Endeavors, took First Place in PRINT and First Place and Popular Choice in OPEN.

In the Mid America Chapter, Tina Crist, Home is Where the Art Is, took First Place, High-Point First-Time Entry, and Popular Choice in PRINT.

In North Central, Sue Davis, CPF, Roger Nielsen, and Andrew Webster from Master Framers took First Place in PRINT. Valerie Becker, MCPF, Red Wing Framing & Fine Art, took First Place in OPEN.

Janine Buechner, MCPF, Artists Guild, won First Place and High-Point First-Time Entry Award in both the OPEN and PRINT Wisconsin competition.

Patrice Marquardt, MCPF, Robert Gulf, CPF, and Meghan MacMillan MCPF, were judges in the PRINT competition, with Julie Balson, CPF, as secretary. Randy Parrish, CPF, Janie Peters, CPF, and Elli Wollangk, MCPF, judged OPEN, with Robin Shively, CPF, and Robin Gentry, MCPF, as secretaries.

For a complete list of the competition winners, [click here](#).

Ellen Collins, MCPF, and Meghan MacMillan, MCPF, (above right) enjoyed the fun as did Lynn Cowan and Mikki Kavich, MCPF, (below right). (Below) Attendees from five Chapters relax and network at the hotel.





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 findpictureframer directory redirects to this new directory.



CPF Exam Is Online!

While the written Certified Picture Framer (CPF) exam is available through Chapters and at the annual PPFA Convention, an online version is available.

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 the books.

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

Register for the exams or Recertification at the [Online Store](#).

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SHARE YOUR SHOP!

Favorites from the PPFA Facebook Page

Storefronts with decorative window displays are a great marketing tool that showcases your creativity and presents your skills as a custom picture framer. They allow pedestrians and potential customers to get a feel for your business right away. A well-kept entryway can make a big difference in your foot traffic as well as your business sales. Want your business featured in the PPFA Newsletter? We would love to see your store displays, so send us photos of your storefront along with your business name and location.

*Parrish Fine Framing &
Art in Ann Arbor, MI*



*Frame Warehouse
in Cary, NC*



*Picture Panache
Framing in Sidney by
the Sea, BC, Canada*



*Walden Framer
in Lexington, MA*



*Art of Framing of Marquette
in Marquette, MI*



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Art Printing in
Downtown
Rochester, MN*



*Four Corners Framed Art
in Liberty, MO*

*Red Wing Framing
& Fine Art Printing
in Red Wing, MN*



Nominate your peers for PPFA Annual Service Awards!

Each year, the PPFA Awards Committee, in conjunction with the PPFA Board of Directors, considers nominees for special awards for association members whose past actions, deeds, and vision have greatly strengthened the art and framing industry. The awards ceremony will take place during the 2017 PPFA Annual Convention, January 22-25, in Las Vegas, held at the West Coast Art & Frame Expo and The National Conference.

The five categories are:

- PPFA Lifetime Achievement Award
- Paul Frederick Award of Distinction for Leadership
- Vivian Kistler Award of Recognition for Innovation
- PPFA Service Award
- Chapter Volunteer of the Year Award

For more information, and to submit nominations, visit the [Online Store](http://www.ppfa.com) at www.ppfa.com and Select Nomination Forms in the drop down catalog menu.



Are you ready to take your career to the next level? Do you or someone you know have what it takes to earn a professional designation? The Professional Picture Framers Association offers opportunities for framers to earn a Certified Picture Framer or Master Certified Picture Framer designation as well as annual scholarships to help them do so. Certifications are a wonderful way to achieve recognition of your skills and serve as a marketing tool for potential customers.

The L. Thomas McKeon, CPF, Scholarship Program was created in 1997 by the PPFA Board of Directors to honor the accomplishments of this former PPFA president. Each year, up to five individuals are selected to receive scholarships for free CPF exam registrations (valued at \$225 USD). The written exam can be taken at a chapter meeting, the PPFA Annual Convention, or online. CPF scholarship recipients will also receive a packet of free recommended reference materials and books.

Criteria for scholarship applicants include a minimum of one year hands-on experience in retail or wholesale picture framing; be a current PPFA member; have not previously taken the CPF exam; and meet all deadlines for submission of application and supporting materials.

The Vivian C. Kistler, MCPF, Scholarship was established by the PPFA Chapter Relations Committee to honor the memory of this beloved mentor and educator. The scholarship, awarded annually, includes a free MCPF exam registration and a stipend to help offset expenses (estimated value up to \$900).

Custom picture framers with five years of hands-on experience in retail or wholesale framing who meet similar requirements for the CPF guidelines are eligible to apply for the MCPF Scholarship.

These unique continuing education opportunities are exclusive to PPFA members. The deadline for all application materials is September 15, 2016, for scholarships awarded the following calendar year. For full details, please visit www.ppfa.com.

I'm looking forward to meeting and welcoming our future CPFs and MCPFs.

*Gregory K. Norris, CPF
Huntington Hall of Frames
PPFA President*



New Theme For The International Framing Competition

The PPFA has recently announced the 2016-17 International Framing Competition to be held in Las Vegas. The competition features two categories, PRINT and OPEN, and is open to all PPFA members. The OPEN Category allows participants to submit any item they choose to frame. This year, the topic of the PRINT Category will be “Grandma’s Buttons.” Competitors can choose their own Print collection based on several parameters.

The “Grandma’s Buttons” Collection should consist of antique buttons. Framers must use a total of seven buttons to complete the design and all buttons must be unique, providing a good mix of sizes, shapes, colors, and materials. Buttons can be any style, including 2-hole, 4-hole, or shank styles. Three elements to consider in the design include assembling a vintage look and antique collection, coordinating the framing style with the vintage theme, and completing a shadowbox-type framing presentation.



This competition is a great way for framers to gain recognition, exercise creativity, and challenge themselves! Entries are first judged at the chapter level and those that place move on to the final round of judging, held during the PPFA Annual Convention at the [West Coast Art & Frame Expo](#) in Las Vegas, January 23 to 25, 2017. For more information visit the [Online Store](#) at www.ppfa.com and Select Competition in the drop down catalog menu.

MacFarland Named Director of Educational Development

Monarch Expositions has announced that Paul MacFarland, MCPF, GCF, has been appointed to the position of Director of Educational Development for the Professional Picture Framers Association. “This newly created position will focus on developing more educational opportunities, implementing a PPFA speakers bureau, and increasing international visibility,” says Deborah Salmon, co-owner of Monarch Expositions.

MacFarland says, “I’m excited to work with the organization as well as Monarch Expositions and continue my involvement in custom picture framing education and development.”

As the owner of Art Preservation Resources, a consulting and training organization founded in 1993 by MacFarland in Athens, OH, he works with fine art preparation professionals, businesses, and institutions worldwide. Since 1984, he has been actively training custom framers, collection preparators, and art handlers for private collectors as well as the industry’s leading distributors and suppliers. His long history with the PPFA and his dedication to custom framing has led him to serve many leadership positions in the organization. Since taking the first CPF exam offered in 1986, he has co-founded the New Mexico Chapter, become a PPFA educator, and served as vice president of the Cleveland Chapter.

“Education has always been the core of the PPFA,” says MacFarland. “We are a specialized, highly skilled industry that requires the support a trade organization gives to us, one that understands the needs of picture framing retailers and responds to them. The success of the PPFA Annual Convention in recent years is due in part to the PPFA’s involvement with the WCAF Expo. I’m pleased to join with Monarch in working to rejuvenate our core programs. I will continue to work to assure that the PPFA is always able to provide a continuing education platform, not only at the convention but also at regional events, vendor events, and overseas.”



Calendar of Events

August 14
Metro Atlantic Chapter
CPF Exam

August 15
Pacific Southwest
Competition

August 20
National Capital Chapter
MCPF Exam

August 21
National Capital Chapter
CPF Exam and Recertification Course

August 28
Mountains & Plains Chapter
Education: "Fun, Funky & Downright Wicked"

September 14-17
Australia/New Zealand
Chapter Conference

September 25
Northwest Chapter
Meeting and Competition

September 25
Allegheny Chapter
Competition and annual meeting, CPF Exam.
Education: "Pricing Strategies & Tips"

October 8-9
Central Texas
Best Little Frame Show in Texas

October 16
National Capital Chapter
Framers Feast Trade Show

October 17
New England Chapter
Fall Meeting: PRINT competition,
vendor tabletop show, education

October 22-26
Canada Chapter
Annual event: workshops, tours, competition

October 30
Carolinas Chapter
Fall meeting, competition

January 22-25, 2017
PPFA Convention, with WCAF Expo/The
National Conference
Las Vegas, NV

Events are open to members & nonmembers!

Visit the Chapters page at www.ppfa.com
and the PPFA Framers Corner calendar at
www.ppfacorner.com.

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



The PPFA Guidelines For Framing Works of Art on Paper, available in the PPFA online store at www.ppfa.com, is the best source for guidance on this topic. For hinge mounting in preservation framing, water-borne adhesive is recommended, such as freshly cooked starch (rice or wheat) or methyl cellulose without additives. The hinges should be fine Japanese handmade paper with feathered edges, laminated together if necessary for strength. My personal mantra is "Never trust a pressure-sensitive adhesive under stress." - **Jim Miller, MCPF**

To get help, visit the PPFA Framers Corner forum! You can also enjoy framing tips; marketing and business ideas; assistance with technical issues such as photography, smartphones, tablets, Internet security, etc.; place classified ads; and network with fellow framers. See you at the 'Corner!'

Congratulations to these recent Master Certified Picture Framers and Certified Picture Framers!

Dana Fisher, MCPF
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Aaron Machado, CPF
Amy Miller, CPF
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