

PPFA CONNECT

NEWSLETTER OF THE PROFESSIONAL PICTURE FRAMERS ASSOCIATION

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Longevity

Frugal Framers has been an Asheville tradition since 1975

From a ferret to a pregnant hermit crab, matchbooks to movie posters, staff at the Frugal Framers in Asheville, N.C., has framed it all—and much more—over 42 successful years in business.

An Asheville tradition since 1975, the Frugal Framers was founded by Ken Pitts as a small frame shop on Wall Street in downtown Asheville. A decade later Ken moved his shop to its current location in the historic Montford downtown neighborhood, and a opened a second location in 2009 in Arden, serving South Asheville.

After four decades, Ken began the transition into retirement, passing the torch to Jennifer Pearson, a former employee who re-joined the company. With 20 years as an interior designer in commercial architecture and interior design firms, Jennifer's background as an artist and designer came together perfectly when she became a full time framer and business owner.



The Frugal Framers has two locations: in Arden, South Asheville, N.C. (left), managed by Terry Becker; and in historic downtown Asheville, managed by Terri Vano.



Jennifer's staff, with 120 years of combined framing experience, includes three custom picture framers who each have 20 years of experience, and younger staff members who are artists, primarily print makers.

Customers in their 40s and up are a big demographic, as well as retirees who may have recently moved to the area and are in the process of adding to or altering their artwork for a new home.

"We're seeing a younger 20 to 30 demographic starting to frame as they move into their first home or begin to build a collection," says Terri Vano, a 5-year employee who manages the downtown Asheville location. "Maybe this has to do with the recovering economy—millennials may now have extra money to spend on a luxury such as framing."

Terri, who notes that current trends are for using more colorful mats, and bright white mats and frames with artwork, attributes the Frugal Framers'

long-standing success to a dedication to customer service, competitive pricing and a commitment to producing an excellent a product for customers.

"We have many customers come back with a piece we may have framed 30 years ago when conservation materials and methods were non-existent or less utilized. It's great to rescue these old pieces and re-frame them to last for the next generation," she says.

Many artists use the Frugal Framers' full service/retail business as they prepare for shows and studio strolls. The Frugal Framers also offers a "Framers' Chop Service" at its Montford store, for artists, galleries, students and independent picture framers who have a working knowledge of picture framing and can work independently of staff.

"This grew out of the do-it-yourself framing trend of the 1980s," Jennifer says. "The trend failed in most frame shops across the U.S., but because Asheville has



Terri Vano, CPF, manages the downtown location.



Jennifer Pearson took over ownership of the Frugal Framers from Ken Pitts.



Framer John Hoke works on a project.

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a very active and sizable artist community, our Framers' Chop Service was able to survive and thrive."

Terri joined PPFA in 2014 and earned her Certified Picture Framer designation that summer, adding to her a bachelor's degree in art history and minor in art (printmaking) and Fine Art Appraiser credential from the the ASA (American Society of Appraisers).

Three staff members—Alex Dorsey, Casey Engel, and Holly Ledwell—recently earned their CPF designation using the online exam, arranging to take it at the local Asheville-Buncombe Technical Community College; and two more staff members plan to take the CPF exam this year.

"Frugal Framer prides itself in providing an excellent product for our customers—gaining certification as a framer is a natural step in being able to offer that expertise," Jennifer says.

"Also, as employees studied for the test and became certified, it raised the level of conversation among employees regarding our process and the product we produce on a daily basis, and keeps us in check with how we go about conservation framing and special projects. We started having more conversations, not only with the customers but amongst ourselves about the process for each project." ❖



Among the projects framed by staff at the Frugal Framer are (top) a shadowbox filled with tools; (middle) a matchbook collage; (bottom) a jazz record and assorted mementos.

AN ASSORTMENT OF FRUGAL FRAMER CHALLENGES

- Medical device: catheter
- Felted ferret head of a deceased pet ferret
- Painting by TV artist Bob Ross from The Joy of Painting
- Pregnant horseshoe crab
- Hummingbird nest
- Piece of metal from an airplane crash
- 80 pieces from the set of the movie "Masterminds" starring Owen Wilson, Kristen Wiig and Zach Galifianakis
- Large Kalamkari textile (hand-painted or block-printed cotton textile, produced in India and Iran).
- Shadowbox of tools
- Matchbook collage

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DOWN UNDER DYNAMO

Australian artist and custom framer makes her own canvases

Australian artist and framer Kym Gow, owner of Kym Gow Art, Picture Framing & Printing in Fremantle, Western Australia, began her art career rather late in life after joining a group of artists in Perth in 2008.

Her art techniques and style, with seascapes a particular passion, have developed to include a number of successful entries into art shows and magazines across Australia. Many commissions have been completed and some are in residences in Australia and in the United States.

An art studio was created in January 2014 to allow for a more focused application and custom picture framing was added to the mix. Kym makes her own custom made canvases of high quality cotton and linen.

"Picture framing is such an important aspect of showcasing a work of art whether it be an oil/acrylic on canvas or board painting, pastel artwork, water color artwork, in fact any kind of artwork or special photo," she says. "From an artist's point of view it's essential



Australian artist Kym Gow is particularly passionate about seascapes.



Kim Gow framed a sketch done by a client's grandfather during service in World War 2.

to finish the story with the correct choice of frame and technique to compliment the finished artwork."

Since preservation is the key ingredient to keeping artwork at its best for the foreseeable future and beyond, Kym has invested in the most current machines and offers quality archival picture framing materials. "I stay current with accepted preservation practices through continuing education, and constantly hone my skills," she says.

As a sole trader/independent retailer, her PPFA membership is important to Kym, who is secretary of the PPFA Australia/New Zealand Chapter.

"It's priceless to have someone to call and ask about queries and to bounce ideas off of, and especially having the contacts for assistance when I have a challenging project," she says.

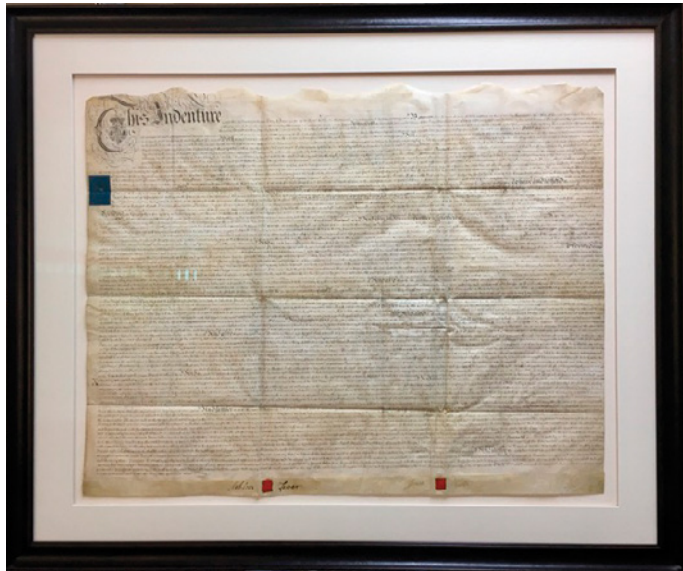
Support is paramount and education is essential to learn and increase the skills required to keep up with the industry's best practice techniques, she notes. "As I'm on my own, I've gained a large amount of knowledge and know-how from attending workshops offered by the PPFA in Australia and New Zealand. I travel interstate to attend the various workshops and even though this represents a substantial cost in airfares, accommodation and fees, without doubt it's a thoroughly worthwhile investment."

"Networking with other like-minded picture framers is very inspiring and I've made some wonderful friends," she adds. "We can all learn from each other, even the long standing framers! I have a saying, 'He

who thinks he knows everything, has so much to learn.”

Kym recently framed two particularly interesting projects.

“I had a chap come in with a special drawing his grandfather had sketched while serving on the front in World War 2,” she says. “It was something he treasured with little or no art paper as such to draw on.



Kym Gow recently framed an 18th century mortgage document printed on pigskin.



Secretary of the PPFA Australia/New Zealand Chapter, Kym stays current with preservation practices through PPFA education.

He had used pencil, charcoal and it looks like a white charcoal in the drawing. I floated it over conservation grade mat and floated the mats.”

Kym also recently framed an 18th century mortgage document printed on pigskin, framed for an accountant who wanted the seal visible. “Again I floated the mats to allow breathing room for the special seal not to come into contact with the glass,” she says. “All the creases were visible which added to the overall authenticity of the article.” ❖

THE NEXT FRAMING CHALLENGE

THE PPFA INTERNATIONAL FRAMING COMPETITION

“SUN DAPPLED II”
PUBLISHED BY WILD APPLE GRAPHICS
SIZE: 6”X6”
HIGH GLOSS FINISH ON
CHROMALUX PANEL



- Compete against top framers from around the world
- Winner to be featured on the cover of Picture Framing Magazine
- Top 50 pieces will be showcased at the WCAF Expo in Las Vegas

www.ppfa.com/competition

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.



Elli Wollangk,
MCPF
Custom Design
Workshop
Oshkosh, WI

Largest: 62-foot wall in a museum comprising 9 panels and a full length header that went up onto the French cleats in one piece.

Smallest: Very small shadowbox to display a couple's "first engagement ring" the man had got out of a Cracker Jack box.

Most unusual shape: 5-foot tall triangular frame hanging point down to display a sailing pennant.

Most interesting installation: Prepping and hanging of a whole gallery wall of empty Tramp Art frames.

Most historic: A 113-year-old hand-painted deer hide that was commissioned to commemorate Chief Sitting Bull.

Quirkiest: Seven individual annual family portraits of a professional photographer's family, all taken in the photo booth at Chuck E. Cheese.

Longest Lasting Job: Community Foundation has me frame a shadowbox presentation of every community project they help fund that is over \$1 million dollars. We are on our 6th shadowbox.

Most unique use of our building: Our building is a stand-alone with a driveway circling the building and a large workshop behind the retail space with an overhead door on one wall. Our photographer daughter used that space to do a photo shoot of a horse, and we framed the finished product.



Harry Gaston, MCPF
Gastonart & Frame
Shrewsbury, MA.

Strangest: Victorian era floral wreath made of human hair.

Most poignant: Letter from Abraham Lincoln to a Civil War soldier's mother informing her of her son's death.

Largest: 14-by-3 foot panoramic photograph that turned a right angle corner.

Smallest: Fly.

Funniest: Jewelry box a man was going to use to hold cash.

Most challenging: Canvas I framed for the practicum portion of my MCPF exam.

One thing I really wanted to keep: Small pencil drawing by John Singer Sargent.



Alan Abeyta, CPF
Framin' Works
Phoenix, AZ.

Strangest: Desiccated rat skeleton.

Funniest: Five pairs of Ruby slippers over an OZ movie poster and a photo of the daughter in a Dorothy dress.

Most poignant: Personalized Ronald Reagan letter on White House stationery.

Largest: 15-by-9 foot painting.

Smallest: 3x3 state coin.

Most challenging: 60-by-111-inch mirror in a gallery frame showing the ¼-inch gap.



Alice Perritt, CPF
HoFP Gallery
Columbia, SC

Strangest: Bullet hole (evidence in a murder trial).

Most poignant: Victorian mourning hair jewelry.

Most challenging: Tattered Naval flag from War of 1812.

Strangest shape: Silhouette of a horse's head, built to surround a sculpture of a horse's eye.

Largest: Full size commemorative quilt.

Smallest: Postage stamp.



Julia Heinzmann,
CPF
Art Heads
Portland, OR

Funniest: Client's son graduated with an MBA in business and in order to get a job, cut his ponytail off. His parents had it framed for him.

Strangest: Frieze of a mermaid, a Valentine's Day gift handled entirely by email and SAT phone calls. If you don't think visualization software is worth it, think again. The client was in the military in South America and his wife lived in Portland.

Most poignant: Jim McMahon jersey. Client is good friend and we talked about McMahon's football career and how the concussions he suffered took their toll.

Most challenging: Three rectangular frames spliced together at the bottom corner of each frame. Display was a stepped piece, like stair steps.

Most historic: 17th century etching of a biblical scene, from a client's trip to Europe.

Largest: 92-by-70 inch world map.



Sarah Beckett,
MCPF
SB Framing Gallery
Milwaukee, WI.

Funniest: Customer's young daughter scribbled over bathroom wall with crayon; then put herself on "time out" in the corner. Customer took photos. I made 3-hole mat out of the drawing and framed photos of daughter in time out.

Strangest: Horsehair sculpture: 16 holes in plexiglass with horsehair hanging through holes.

Most poignant: Microphone John Lennon used to record 'Imagine.'

Most challenging: 9-piece abstract where each piece of artwork can be hung in any orientation inside a walnut float frame.

Strangest shape: Birch bark from dead tree that dad and daughter carved their name in 15 years earlier.

Largest: Charcoal pastels, matted in white, college student work 60-by-100 inches.

Smallest: 1-by-3-inch small etching into a 3-inch burl frame.



Jim Miller, MCPF
Framing
educator, writer,
consultant

Strangest shape: Bison's hipbone, from desert Southwest.

Funniest: 3-by-3 foot "No Smoking" retail store sign showing a fire hydrant with the caption, "If we see smoke we will assume you are on fire and take the necessary precautions."

Smallest: Needle and piece of thread used by a celebrity for emergency repair of a loose button.

Largest: Several 72-by-96 inch geological maps for a university.

Strangest: 7 ft. long wooden airplane propeller from a 1930s military training aircraft.

Most challenging: Two Masonic swords and related memorabilia, mounted in two separate frames, with special construction features.

Most poignant: Customer's childhood bedroom was remodeled when she was at college, and a 1940s-vintage Norman Rockwell calendar picture removed. Years later, when selling the family farm, she found it in the barn. The frame was inexpensive, badly damaged, and filthy. She burst into tears after we re-framed it, because that beat-up old picture represented her childhood and happiest years of her life.



Mark Wallenfang, CPF
Shooting Star Photo & Custom Framing
Appleton, WI

Oddest shape: Retirement gift: face of a Coke dispenser door, framed and fitted with a LED display and a window on the door with a mat that will hold a photo.

Most poignant: Canoe paddle in a 7-foot long shadowbox with a map of northern Minnesota, where a client's father and friend took a canoe trip 40 years ago. The friend recently died and his wife gave the paddle to my client. Her father didn't know about the paddle and she had it framed as a surprise birthday gift. Her father cried when he got it.



**What Have
YOU Framed?!**

**We'd love to hear
about your projects!**

Email editor@ppfa.com.

CURB APPEAL

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 photos of your storefront along with your business name and location to editor@ppfa.com.

*Frame Gallery Inc.,
Sharpsburg, PA*



*House of Frames and Paintings,
Columbia, SC*



Be sure to like PPFA on Facebook to stay up-to-date on the latest news in the art and framing industry.

Shooting Star Photo & Custom Framing, Appleton, WI



ENTER THE PPFA INTERNATIONAL FRAMING COMPETITION!

Win ribbons, cash prizes, and prestige!

With digital entries replacing Chapter level competitions, it's easier than ever for PPFA members around the world to enter the PPFA International PRINT and OPEN Framing Competition, one of the most prestigious in the framing industry.

Entrants can win ribbons and cash prizes, as well as great prestige and PR opportunities!

Judging in the first digital round will target design aspects; then the top 50 qualifiers in the OPEN and PRINT categories can enter the Finals and ship their framed piece(s) for judging at the January 2018 PPFA Convention in Las Vegas.

The deadline is August 15! For complete information visit www.ppfa.com/competition, where you can purchase the "Sun Dappled II" print on metal—and register to enter the PRINT and/or OPEN Competition.

The OPEN Competition is a framer's choice of image or object—resulting in uniquely framed items.

We look forward to many creative and wonderful entries!

Any questions, email competition@ppfa.com.

The Competition is generously sponsored by several vendors, including Tru Vue, Frank's Fabrics, FrameReady by SoftTouch Solutions, Framercia, Frameware, Larson Juhl, Picture Framing Magazine, Vermont Hardwoods, and Urban Ashes.



WHY SHOULD YOU ENTER THE FRAMING COMPETITION?

PPFA MEMBERS SHARE THEIR EXPERIENCES

"One of the reasons we enter the competition is because it gets our customers involved. We have a wall in our shop displaying our entries from over the years, including the prize ribbons. It's a conversation starter and they ask us about the competition and we explain how it works. Now we have customers come in and ask us "what did you frame for the competition this year?"

Chris Rojik, CPF

Frame Gallery Inc., Sharpsburg, Pa.

"The framing competitions are a wonderful source of information."

Russ Wood

Grey Owl Framing, Lakewood, Colo.

"The competition benefits my store the most. The ability to display ribbons generates conversations about excellence in custom framing and produces sales."

Myrna Dow

High Desert Frameworks, Bend, Ore.

"We've been entering PPFA framing competitions since 1980 (Chicago Convention) and our first National win in 1981 (New Orleans Convention). We opened in September 1978 so we jumped into the experience after only less than 2 years experience.

There is no question the prestige the framers and the business can market is definitely worth the time and energy involved. But I also think there are two other key benefits... One is that it provides an opportunity for the entire staff of a business to work together as a team building unity and common pride to be involved together in the creation of an entry.

The second major benefit is simply that of honing your framing skills, as it is when you create an entry, you tend to view the other entries and winning designs from a different perspective, taking in the various design elements and how they work together to fulfill the mission of creative presentation. It can be one of the best learning experiences within our industry."

John Ranes II, CPF, GCF

The Frame Workshop of Appleton, Appleton, Wis.



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 ppfirectory.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.

Welcome!

Several new members joined us during the **PPFA 2017 Convention**

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.

Email Links

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For Chapter contacts, map, Facebook pages and websites, [click here](#)

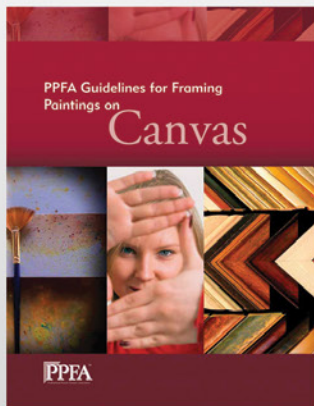


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Offering the merchandise framing retailers want!

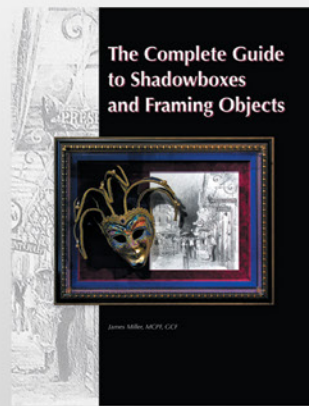
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Books

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Special Discounts
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Certification Opportunities

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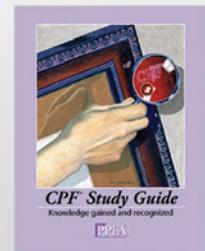


Merchandise

Shop clothing, decals, and more!



Become a
Certified Picture Framer®



Marketing Materials



How To Achieve Certification

While the written Certified Picture Framer (CPF) exam is available through 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 find the online store to purchase the books.

CPF's 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](#).

Are You Due to Recertify By Year-End?

- 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.
- Recertification instructors are MCPFs who have completed a protocol in order to be certified to teach the course.

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 Online Store to promote their designation.



Scholarship deadlines: August 15!

Applications for the 2017 L. Thomas McKeon, CPF and Vivian C. Kistler, MCPF Scholarships are available at www.ppfa.com and must be emailed to orders@ppfa.com no later than August 15.

The L. Thomas McKeon, CPF, Scholarships, created in 1997 by the PPFA board of directors to honor the accomplishments of the former PPFA president, provide financial assistance to framers wish to take the Certified Picture Framer (CPF) examination. Up to five individuals will be selected each year to receive a scholarship for a free sitting for the CPF exam and a complete set of PPFA-recommended Source Material. (Each scholarship has an estimated value of \$425.)

The Vivian C. Kistler, MCPF Scholarship was created in 2010 to honor Vivian C. Kistler, MCPF, a tireless and enthusiastic supporter of custom framing. Her books, articles, classes, and videos helped train a generation of framers and raise the level of craftsmanship and knowledge in the industry. One individual will be selected each year to receive a scholarship for a free sitting for the MCPF exam and a stipend for as much as \$500 to offset framing and travel expenses. Each scholarship has an estimated value of \$900. Sponsored by Crescent Cardboard.

Congratulations to these new Master Certified Picture Framers!

Congratulations to John Harry Gaston, MCPF, Gaston Art & Frame, Shrewsbury, Mass.; Amanda Kidd Schall, MCPF, Framed in Tatnuck, Worcester, Mass.; and Wayne Baker, MCPF, Framing Elegance, Victoria, Australia, who passed hands-on testing to earn the Master Certified Picture Framer designation, the highest level of professional recognition in the framing industry.

Congratulations to these new Certified Picture Framers!

Congratulations to Casey Engel, CPF, The Frugal Framer, Asheville, N.C., who took the online exam at a local college; and three Australian framers: Kerrie Matchett, CPF, Morree Frame & Art, Moree, NSW; Alan (Zac) Smith, CPF, ALEAH Framing, Blackburn North, VIC; and Jennifer Lamach-Jones, CPF, Framing Matters, Canberra, ACT.

GUIDELINES FOR GREAT FRAME DESIGN

BY GREG PERKINS, CPF

“A Must-have Book for Art and Framing Retailers”

This book is great for:

Retailers

Customers

Interior Designers

This impressive coffee table-style book is fantastic for anyone looking for frame design ideas and new ways to showcase art in the home or office. Easy to understand guidelines along with hundreds of examples will take you through the process of picture frame design. Upscale your creative skills to turn any piece of art into a stunning visual presentation.

Featuring hundreds of color photos, this book provides vivid examples of a wide range of framing options, providing ideas for almost any kind of art. Ask about discounts on multiple copy sales.



128 pages • \$29.95

Available on the PPFA Online Store

Calendar of Events

September 17-18

FrameFest 2017

Embassy Suites, Lake Buena Vista South, Kissimmee, FL
Vendors, Education, and Networking.
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: Hermes scarves are usually collectible. If it is, and if your customer wants to show the entire scarf, including the hemmed edges, then I would like to suggest an acrylic DCO framing design.

You can find detailed instructions in the PPFA Framers Corner archives, but generally, the design involves pressing the scarf between the acrylic glazing and a padded, fabric-covered background. The padding is required, along with very tight fitting, in order to maintain spring tension to hold the scarf in place. Quite easy to assemble, actually.

In such a design, Conservation Clear Acrylic would be the minimum quality I would use, and if the budget allows, use Museum Optium Acrylic.

NOTE: This framing design is intended for a climate-controlled interior display, and exposure to radical or rapid changes of temperature could cause dew-point condensation. Be sure to caution the customer.

Jim Miller, MCPF

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

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; or just 'chat' with fellow framers. See you at the 'Corner!'

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Thank you to our valued suppliers and sponsors for their ongoing dedication to the art and framing industry.

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