

BEST LITTLE FRAME SHOW IN TEXAS

JOIN US FOR AN EXCITING TWO-DAY EVENT FEATURING:

Seminars from Leading Experts ★ Vendor Tabletop Exhibits
Networking Opportunities ★ PPFA Framing Competition Awards

OCTOBER 8TH & 9TH, 2016

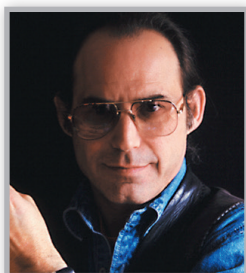
COURTYARD MARRIOTT NEW BRAUNFELS RIVER VILLAGE
SPECIAL ROOM RATES AVAILABLE



FEATURED SPEAKERS



GARY BARKER
DIGITAL
TECHNOLOGY
GROUP



**MARTY
HOROWITZ**
GOLDLEAF
FRAMEMAKERS



**DAVID
HOROWITZ**
GOLDLEAF
FRAMEMAKERS



**PAUL
MACFARLAND**
ART PRESERVATION
RESOURCES



**CHRIS
HEFFTER**
VALIANI



CENTRAL TEXAS PPFA

Visit centraltexasppfa.org
to register, sign up for classes, and make hotel reservations.



Join your local Professional Picture Framers Association Chapter at ppfa.com

VENDOR SHOWCASE

SATURDAY, OCTOBER 8 & SUNDAY, OCTOBER 9
10:00 AM - 4:30 PM

Visit Our Leading Exhibitors at the Vendor Showcase!

SATURDAY, OCTOBER 8:

9:30 am - 11:00 am	Valiani CMCs: Mat Cutting Made Easy with Chris Heffter
10:00 am - 4:30 pm	Vendor Showcase
11:00 am - 1:00 pm	Break
1:00 pm - 3:00 pm	Producing Giclees: Capture to Finish with Gary Barker
3:30 pm - 5:00 pm	The Art of Selling Fine Framing with Marty Horowitz
5:30 pm - 7:00 pm	Cocktail Reception
7:00 pm - 9:00 pm	Dinner with Guest Speaker David Horowitz

SUNDAY, OCTOBER 9:

9:30 am - 11:00 am	The Art of Toning Frames with Marty Horowitz
10:00 am - 4:30 pm	Vendor Showcase
11:15 am - 12:30 pm	Lunch with the Experts: A Panel Discussion
2:00 pm - 3:30 pm	Inside the Frame Package with Paul MacFarland
4:30 pm - 5:00 pm	Framing Competition Awards Ceremony

SESSION DESCRIPTIONS

PRODUCING GICLEES: CAPTURE TO FINISH

Saturday, October 8, 1 - 3 PM

This class explores the latest technology and advances in the industry and is perfect for anyone looking to expand into digital printing. Learn about digitally reproducing artwork, including capturing images with a digital camera or scanner, color managing with custom ICC profiles, outputting with the latest printing technology, and coating canvas by hand or with a machine. Gary will show you how to choose the right media to produce the best possible prints. From how to properly light artwork to printing on metals, Gary will give you in-depth look into the technical aspects of fine art reproduction. FREE

GARY BARKER

DIGITAL TECHNOLOGY GROUP

Gary Barker is the national sales manager at Digital Technology Group in Florida's Tampa Bay area. He specializes in partnering with businesses to enhance their product offerings and to leverage the latest technology and media solutions to develop new markets and growth opportunities. He resides in Tampa with his wife and four children.



VALIANI CMCS: MAT CUTTING MADE EASY

Saturday, October 8, 9:30 - 11 AM

Whether you are a current Valiani CMC user or simply interested in a Valiani CMC, this course is for you! Join us as we showcase the latest version of the V-Studio Software and explore its features. Discover the possibilities, including simple to complex specialty cuts, multiple openings, V-grooves, French lines, and more. Learn about its versatile design in cutting as well as the patented Interchangeable Cutting Head system. This course will also include basic maintenance tips for ensuring optimal cutting performance from the nine different cutting heads available for Valiani CMCs. Note: Please feel free to bring your fully charged laptop as power outlets may not be available. FREE

CHRIS HEFFTER

VALIANI

Chris Heffter, Valiani sales manager for Crescent Cardboard Company, has worked in the framing industry for the past 29 years. His experience in multiple frame shop management covers many facets of retail and production framing including: store set-up, employee training, merchandising, sales, and operations for both conventional, stand-alone frame shops and a hub-and-spoke centralized production operation. For the past 18 years, he has focused his career on working with the strategic development, implementation, training, and operation of computerized mat cutters for any size operation.



THE ART OF SELLING FINE FRAMING

Saturday, October 8, 3:30 - 5 PM

Some people have a natural gift for selling finished corner frames, water gilded mouldings, or other premium framing products they show their customers. In this class you'll learn ideas and techniques you can use effectively to create demand and sell fine framing. Marty will also discuss the methods used in his store to sell more closed corner frames, increase revenue, and generating added profits. \$45

THE ART OF TONING FRAMES

Sunday, October 9, 9:30 - 11 AM

Toning is one of the more difficult techniques to learn in framing, but it's well worth the effort. The quality and aging process will make a truly fine frame. This session will demonstrate toning in period styles as you discover how to make classic French, Italian, Spanish, and American patinas, matching tones from different periods. Learn how to mix the proper pigmentation and ingredients to get the exact patina you want. Delve further into this fine art with a lesson in creating wormholes, flyspecks, abrasion, and rubbing to give a frame an authentic, centuries-old appearance. \$45

LUNCH WITH THE EXPERTS: A PANEL DISCUSSION

Sunday, October 9 - 11: 15 AM - 12:30 PM

Experts discuss challenges facing art and framing retailers, followed by a Q&A session. \$30

INSIDE THE FRAME PACKAGE

Sunday, October 9, 2 - 3:30 PM

Did you know that a majority of clients cite preservation as their primary reason for visiting a custom frame shop? In this session, Paul will keep you up-to-date on the latest advances in preservation mounting options. Complete with demonstrations, Paul will discuss everything from hinges and non-invasive perimeter mounts to contemporary presentation alternatives. This session will prepare you to properly price this specialty work and confidently handle any framing challenge a customer brings into your shop. \$45

DINNER

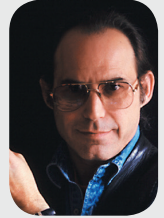
Saturday, October 8, 7 - 9 PM

Imagine a world where you can generate a picture frame sample that only exists in your mind in a matter of minutes, then manipulate the proportions with ease. David will discuss the use of free software that can solidify a sale, simultaneously act as a production blueprint, and how this technology has efficiently changed his production facility. \$55

MARTY HOROWITZ

GOLDLEAF FRAMEMAKERS OF SANTA FE

Marty Horowitz a graduate of the School of Visual Arts in New York City, has held high-level positions at many New York frame manufacturers, including Kulicke Picture Frames. He formed Rothman & Horowitz with Henry Rothman in 1980 and, in 1988, Goldleaf Framemakers of Santa Fe. He first pursued gilding as part of his artwork. His work has been exhibited in numerous group shows, and several of his pieces are in museums. He has participated in the Seattle Art Fair, the Chicago Navy Pier Show, and Art Aspen. He is currently showing at Yares Art Projects in Santa Fe and has upcoming shows at Bentley Gallery Phoenix, ADAA NYC Armory, Art Miami, and the new Downtown Fair NYC.



PAUL MACFARLAND

ART PRESERVATION RESOURCES

Paul MacFarland, MCPF, GCF, is an internationally recognized master framer and industry historian with more than 30 years of hands-on experience. His work is found in public and private collections in the Americas, Europe, and East Asia. MacFarland has been actively training custom framers, collection preparators, and art handlers since 1984 and is the founder of Art Preservation Resources, a consulting and training organization working with fine art preparation professionals, businesses, and institutions worldwide. He is the author of numerous industry articles, procedural manuals and essays, and he lectures on fine art and framing at The National Conference in Las Vegas. He is also the author of "Framing Works of Art on Canvas," published by PFM Books.



DAVID HOROWITZ

GOLDLEAF FRAMEMAKERS OF SANTA FE

David Horowitz is the chief operating officer of Goldleaf Framemakers of Santa Fe. Raised in a world of hand-carved, period replication frames, David has dedicated his life as a second-generation artisan to learning and sharing the art and history of the picture frame.



SIGN UP TODAY!

Limited Seats Available - PPFA Members Save 20%

All-Access Pass

(Includes all sessions, Saturday Dinner, and Lunch Panel)

\$210

PPFA Members receive a 20% discount

Individual Sessions

\$45

PPFA Members receive a 20% discount

Register Online at www.centraltexasppfa.org



HOTEL ACCOMMODATIONS



Rooms start at \$149 a night.

The Courtyard New Braunfels River Village is conveniently located 30 minutes from the San Antonio Airport and is less than an hour drive from the Austin-Bergstrom International Airport.

Location:

Courtyard New Braunfels River Village
750 IH 35 North, New Braunfels, TX 78130
Phone: 830-626-4700

[Reserve Your Hotel Today!](#)



OTHER EXCITING EVENTS IN THE AREA:

October 8th - October 9th

Art Festival:

Gruene Music and Wine Festival (New Braunfels) <http://gruenemusicandwinefest.org/>

Austin City Limits Music Festival (Austin)..... <https://www.aclfestival.com/>

Fall Artisan River Walk (San Antonio) <http://www.thesanantonioriverwalk.com/>

Museums:

The Blanton Museum of Art <http://www.blantonmuseum.org/>

