

PPFA CONNECT

NEWSLETTER OF THE PROFESSIONAL PICTURE FRAMERS ASSOCIATION

Spring/Summer Edition 2019 ▪ Volume 4 ▪ Issue 1

In This Issue

'CPF Septet'	Page 1
Convention Collage	Page 4
Competition Kudos	Page 8
Competition Challenge	Page 10
You Framed What?	Page 11
How to Thrive	Page 12
Farewell, Starch	Page 14
Certification Information	Page 16
Congrats to CPFs/MCPFs	Page 17
Framing Challenge	Page 18
Supplier Directory	Page 19

PPFA offers programs and services designed to improve the framing industry, foster and enhance the quality of professional custom picture framing, and provides educational and professional programs for members, including Certification and an international framing competition.



The PPFA Connect newsletter is published by The Professional Picture Framers Association. PPFA is managed by Monarch Expositions, 83 South Street, Ste. 307, Freehold, NJ 07728.
Contact: editor@ppfa.com.

'CPF SEPTET'

Blackbird Frame boasts 7 Certified Picture Framers

The team at BlackBird Frame & Art in Asheville, N.C., once dealt with a textile work that had been transported in the wet bottom of a canoe down the Amazon River. "It smelled so bad that it took several days in the sun before we could comfortably handle it for framing," says store owner John Horrocks, CPF, with a smile.

But with seven Certified Picture Framers (CPFs)—possibly a record in the annals of PPFA—BlackBird is well equipped to handle any challenge.

John and his wife Pat came to framing relatively late. They met while working in personnel management, then Horrocks worked in real estate appraisal and Pat worked as a financial advisor.

But the two always had other plans in mind—and finally achieved their dream.

"Framing offered not only the creative outlet we sought, but also the challenge of managing and marketing a small retail business," John says. "I had engaged in framing as a hobby, so when an established one-person shop came available, we were thrilled by the opportunity."

The couple originally from Houston, bought the frame shop in Orlando in 1990, then moved close to downtown Asheville, N.C., in 2002.

"The four-season climate and the mountains of western North Carolina called us as it does so many others," John says. "Having spent much of our lives in Houston and Orlando, we both yearned for a place not so flat, hot and crowded."

Passionate about framing, the couple has now been in business for almost



The staff at Blackbird Frame & Art: clockwise from front center: Victoria Kelley, CPF; Alex Moore, CPF; Natalie Hood, CPF; Patricia Horrocks, CPF; John Horrocks, CPF; John Nelson, CPF; and Georgia Harden, CPF.

three decades.

"We love what frames do to enhance people's experience with art," Pat says. "Our interactions with both clients and members of the arts community are richly varied and priceless!"

Most of the work in Asheville is residential, she notes, as it's not a business hub, but a tourism-driven economy. "We have a large number of affluent retirees, but they are widely scattered in small developments throughout the mountainous region, not concentrated as is common in many larger cities," she says.

The two have been PPFA members for most of their careers and strongly encourage other framers to join or renew. For their own staff, they provide the study materials and pay the costs of taking the CPF exam.

"It's important for framers to understand conservation issues and best practices in the care and handling of customers' art," John says. "PPFA's education programs along with the interaction and exchange of ideas with other framers make us better at what we do."

John and Pat are both CPFs, as are five framers on staff, all of whom achieved the designation while working at BlackBird.

"We're truly fortunate to have such a dedicated and talented staff," John says. "The CPF designation gives our clients confidence that the person they're working with will do the work professionally and that they take pride in their craft. Our entire team works better together as we all evaluate procedures and methods from a position of knowledge."

Other members of the team include:

- Natalie Hood, CPF, a framer for 21 years, including 19 with BlackBird, who moved with John and Pat to Asheville from Orlando in 2002
- John Nelson, CPF, a framer for 31 years including 10 with BlackBird, and also an artist whose work is displayed in the shop's gallery
- Alex Moore, CPF, at BlackBird for over 2 years, holds degrees in Art Management and Art History and formerly worked in museums and galleries



Victoria Kelley is the newest CPF on staff.

- Georgia Harden, CPF, holds a B.F.A. in metalworking and printmaking as well as 5 years framing experience
- Victoria Kelley, CPF, is skilled in metal and woodworking, and has been with BlackBird for over 2 years

Two more employees round out the staff, along with one more CPF – a Canine Picture Framer! The Horrocks' Jack Russell Terrier named Molly has been a fixture at the shop for over 13 years. "Molly is beloved by many, but we do have to confine her when customers bring their own dogs in as she won't tolerate the competition," John says.

"Such a vicious beast, at home last month this aging canine cornered an adult black bear under our deck, then

chased the terrified critter across our yard and over the fence. Otherwise, gentle and loving!" He adds, "It certainly feels like Molly has earned her chops here. Perhaps PPFA should create a special certification category for all the deserving shop companions out there."

For over a decade, BlackBird did much of the framing for a large memorabilia collection, everything from clothing and musical instruments to valuable documents and all sorts of odd objects.

"The challenge was to mount each in a manner that met conservation standards while durable enough to withstand rough handling during overseas shipping but without the method of attachment being perceptible...all on a competitive budget and short deadlines," John says.

Besides encountering the usual assortment of valuables mounted with duct tape, staples, and hot glue, one of the most perplexing mounts the Horrocks' have encountered was a 30-by-40-inch print by American artist Alexander Calder that had been mounted with more than 50 expertly-made archival hinges neatly arranged in a grid on back.

Of course, like most other framers, the most memorable work is framing customers' sentimental objects, like the floor tile one woman rescued from her childhood home, or the scrap of drywall from a McDonalds that was being demolished, salvaged by a father for the scrib-



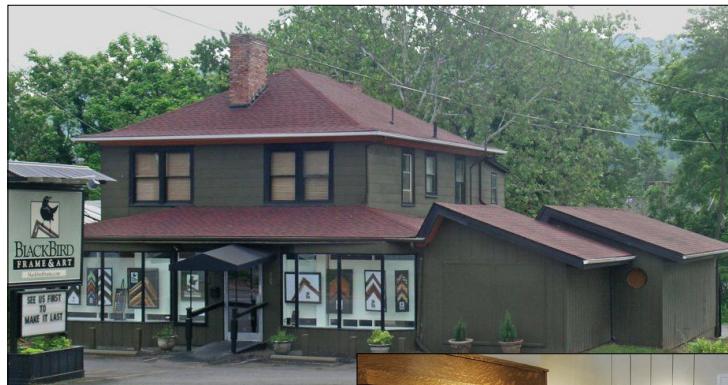
Molly, a Jack Russell Terrier, has been a fixture at the shop for over 13 years.

blings it carried from his own child decades earlier. From a set of Julia Child's knives to a baseball signed by Babe Ruth and Lou Gehrig, to the trumpet played on Penny Lane and a dress worn to JFK's inauguration, the staff has seldom had to endure a dull moment.

The BlackBird team enjoys participating in the PPFA International Framing Competitions where they won first place at the Chapter level and took Popular Choice at the International finals.

"They offer an opportunity, not just for showing what a framer knows, but more importantly, for learning what one doesn't know, or has forgotten," John says.

"It was quite a thrill and a real honor to be voted for the Popular Choice Award for our first-ever competition entry, knowing that was conferred by our peers at the



(Above) BlackBird Frame & Art is located in Asheville, NC. (Right) BlackBird Frame & Art showcases local artists in the gallery.



international conference. We were also honored with a 3rd place award in the International OPEN Competition in 2016."

John and Pat have seen several trends in their 28 years of framing. "From the forgettable blues and mauves of 90s

Florida, to today's muted, earthy tones and greater use of natural wood mouldings, we've seen consumers trend toward cleaner, simpler designs and higher quality frames," John says.

"Still, variety is key to meeting con-

sumers' wide-ranging tastes. One of the greatest joys of framing is witnessing the breadth of tastes and budgets, and finding ways to send every customer home with a good experience." ♦



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PPFA 2019 ANNUAL CONVENTION

THE PROFESSIONAL PICTURE FRAMERS ASSOCIATION AT THE WEST COAST ART & FRAME EXPO AND THE NATIONAL CONFERENCE

PPFA enjoyed another very successful Convention in late January, hosted by the WCAF Expo at Bally's and Paris hotels in Las Vegas. All photos by Mark Wallenfang, CPF



Alan Abeyta, CPF; and Mikki Kavich, MCPF.



(l-r) Russ Wood; Meghan MacMillan, MCPF; Ellen Collins, MCPF; Mikki Kavich, MCPF; Harry Gaston, MCPF; Becky Florence, MCPF; Andy Langlois, CPF; and in back, David Pratt, MCPF; and Erin McBride.



Speaker Bill Adair discussed *The Frame In America* at the PPFA Keynote Luncheon.



Tom Wollangk and Byron Ward, MCPF.



Hugh Phibbs presented four sessions to packed audiences.



Lori Roudebush and John Ranes II, CPF, GCF.



Christine and Franz Hasenduhl.



Joyce Michels, MCPF, (left) and Ellen Collins, MCPF, both speakers at the PPFA Convention, enjoyed the Sunday reception, with Ellen sporting her "Official Retirement" crown.



PPFA speaker Jim Miller, MCPF, GCF; and his wife, Gail.



Mark Wallenfang, CPF, the official photographer for the WCAF Expo/National Conference and PPFA Convention, taught a class on photographing framed art.



Ellen Collins, MCPF, presented a class on framing needle art.

VENDOR SHOWCASE



Moises Torres and Amy Blieden from Frank's Fabrics gathered a crowd of framers.



Dan Weiss and Carol Graham from FrameReady by Adatasol met with framers at the PPFA tabletop reception.



Rhonda Feinman from Rhonda Feinman Custom Frames Inc. (left) discussed her collection with customers.



David Waldmann (right) from Vermont Hardwoods discussed his mouldings with framer Sean O'Farrell.



The team from Evonik Cyro displayed Acrylite samples.

Nancy Clay from AmeriTrust Group, Inc. (formerly Meadowbrook Insurance) had a great array of give-aways—including yo-yos, lens cleaners, ear buds, first aid heat/freeze packs, and flashlights.



Gary Kaufmann, who staffed the Hoffman Machine Company table with Markus Hueber, discussed woodworking machinery with a customer.

Debbi Babb from Lifesaver Software discussed the POS framing software with framers Tonya and Jeff Kimball.



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COMPETITION KUDOS

The PPFA International OPEN and PRINT Framing Competition brought in beautiful entries, displayed near the PPFA booth on the WCAF Expo floor. Winners were showcased at the Jan. 29 Competition Reception, emceed by Robin Gentry, MCPF; and Valerie Becker, MCPF.

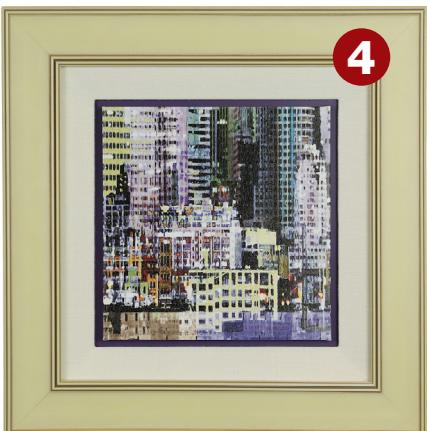
OPEN WINNERS

1. First Place, First Time High Point Entry, and Judges Award sponsored by Frank's Fabrics: Sarah Beckett, MCPF, SB Framing Gallery, Milwaukee WI.
2. Second Place: Christine Hasenhndl, Hako-Oja Studios, Wainwright, Alberta, Canada.
3. Third Place: Janine Buechner, MCPF, Artist Guild LLC, Sturgeon Bay, WI.
4. Honorable Mention and Judges Award sponsored by David Waldmann, Vermont Hardwoods (pictured): Sue Davis, CPF, Master Framers, St. Paul, MN.
5. Popular Choice, sponsored by Picture Framing Magazine: Julie Marcoux and Alain Vigneault, Galerie d'Art Vigneault, Repentigny, Quebec, Canada.



PRINT WINNERS

1. First Place: Joseph Boutell, Source on Lake, Pasadena, CA.
2. Second Place: Deborah Hill, MCPF and Dean Cardenas, Art Incorporated, San Antonio, TX.
3. Third Place: Sarah Beckett, MCPF, SB Framing Gallery, Milwaukee, WI.
4. Honorable Mention: JM Gallo, ASAP Moulding, Canoga Park, CA.
5. First Time High Point Entry: Rachel Oleson, Art Heads Commercial Art and Framing, Sherwood, OR.
6. Judges Award sponsored Frame Ready by Adatasol, and presented by Chrissy Jackson: Paula Digati and Renate Eschmann, Color Wheel McLean, Va.
7. Berkman Award (honoring the late Don Berkman, MCPF, one of the founders of the Competition): Andrew Webster, Master Framers, Saint Paul, MN.
8. Popular Choice, sponsored by Picture Framing Magazine: Christine Hasenhundl, Hako-Oja Studio, Wainwright, Alberta, Canada.



Judges in the initial digital PRINT judging were: Fred Horton, MCPF; Meghan MacMillan, MCPF; and Joyce Michels, MCPF.

Judges in the digital OPEN judging were: John Ranes, CPF, GCF; Adela Davis, MCPF; and Ellen Collins, MCPF.

Judges in the International PRINT Competition Finals at the PPFA Convention in Las Vegas were: Laurel Smith, MCPF; Elli Wollangk, MCPF; and Mark Klostermeyer, MCPF.

Judges in the International OPEN Competition Finals were: Alan Abeyta, CPF; Meghan MacMillan, MCPF; and Fred Horton, MCPF.

Katheryn Dueck, MCPF, served as secretary for both categories.

A big thanks our Competition sponsors: Picture Framing Magazine (PFM), Frank's Fabrics, FrameReady by Adatasol, Studio EL and Vermont Hardwoods!

ABOUT THE ARTWORK

The competition print was a digitally printed canvas titled "Waterfront I" created by James Burghardt, provided and printed by Studio EL, Emeryville CA.



THE NEXT FRAMING COMPETITION CHALLENGE!

With another beautiful PPFA International Framing Competition in the rear view mirror, and winners honored at the recent PPFA Convention in Las Vegas—it's time to move on to the 2019-2020 Competition, where you can win cash prizes, ribbons, and great PR for your framing business.

The new PRINT – “Making Art is my Guilty Pleasure” – is fractal art printed on translucent vellum, created with a computer by Richard Cryer.

The 5-x-7 inch image on 8.5-x-11 inch paper, costing \$40, may be framed horizontally or vertically and the translucent nature of the vellum allows for textures and colors to be seen through the substrate.

The new PRINT is sponsored by The Great Frame Up/Franchise Concepts, Inc.

PRINT sales got underway at the Convention and you can also order online at ppfa.com.

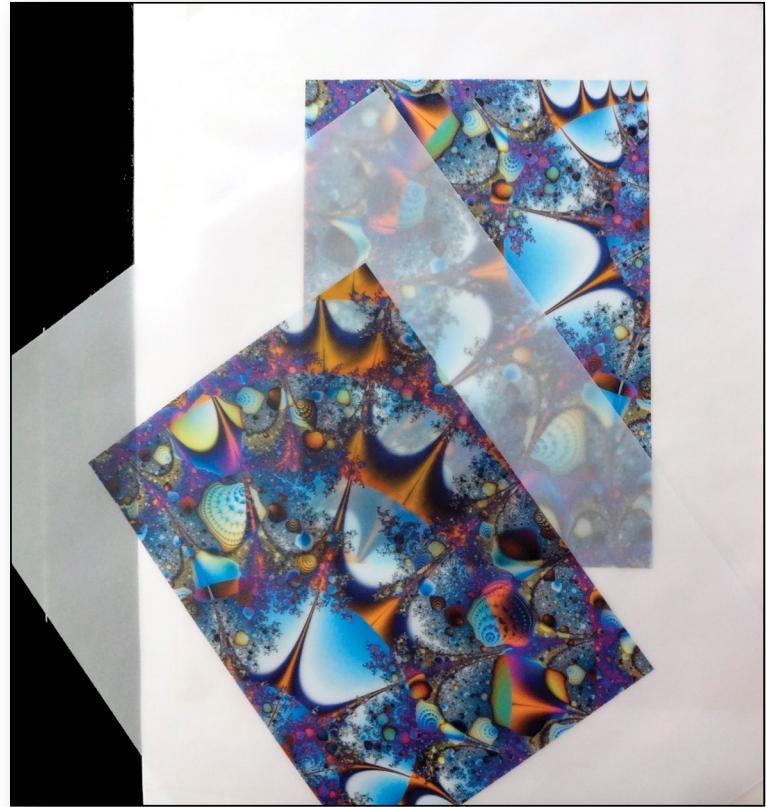
And/Or you can enter the OPEN category, letting your imagination run wild! Showcase a special, favorite framing project, where the possibilities are almost limitless, and you choose the image or object to frame.

The top 50 pieces from the initial digital round will be invited to compete at the WCAF Expo in Las Vegas (held at the Rio in 2020) and winners will be celebrated at a Reception. The PRINT and OPEN 1st place winner to be featured on the cover of Picture Framing Magazine and winners will also be honored in the PPFA CONNECT newsletter and on the PPFA Framers Corner.

Submissions for the initial round got underway on April 1 and the final deadline to enter is midnight July 31, 2019.

For more information, visit www.ppfa.com.

Any questions, email competition@ppfa.com



“MAKING ART IS MY GUILTY PLEASURE”

Created with a computer by Richard Cryer.

5"x7" on 8.5" x 11" paper.

Sponsored by
The Great Frame Up/
Franchise Concepts, Inc.

**CLICK HERE TO
PURCHASE A PRINT**

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.

Custom picture framers always have amazing stories behind their projects, and Texas framer Adela Davis, MCPF, is no exception. Adela has framed several challenging items during her career, and these two are among her favorites.

Windmill Blades

These old windmill blades belonged to a client who wanted to preserve family heirlooms from his grandparents' ranch in Texas.



In his senior years and retired, the client had sold off the ranch, and regretted not having kept any mementoes to remind him of the many happy times he spent there—until he came across a lone windmill with the family names on the blades.

The client decided not to include photos of the process of taking down the blades and the windmill, but to keep those on a limestone mantel below the framed blades.

Adela devised a simple design, float mounting the blades on top of a suede fabric, making a basic shadowbox. She used a stacked frame from Larson's Lancaster line.

The unique part of mounting is that the hardware was still on the back of the blades. The fabric mat was laminated unto $\frac{1}{4}$ " plywood. After the blades were positioned and registered, Davis drilled holes

through the fabric and plywood to accept the bolts of the blades. The original nuts to the bolts were used to hold everything down.

Nova Scotia 'Heart Rock' Collection

This romantic job came from newlyweds who had discovered these unusual heart-shaped rocks along the shoreline on a trip to Nova Scotia, Canada.

Adela mounted each of the rocks in a unique way, using brass rods and making spider mounts that she cut, soldered and shaped for each rock, so that each mount was custom fitted.

The brass rods were then covered with shrink tubing and painted to match as close as possible each rock's texture and color.

The other components of the framing package were fabric that popped out the light color of the rocks, and a stacked moulding that blended with the naturalness of the rocks.

The back ends of the brass rods, once passed through the substrate, were bent at a 90 degree angle and embedded into polyflute channels and sealed with hot glue.

Adela looked at different fonts that would blend with the style of the project.

Adela used a chunk of an old wooden pallet to mimic a piece of driftwood.





HOW TO THRIVE IN A FRAMING BUSINESS

By Wayne Baker, MCPF

Business can be a tough—and framers that survive and prosper are those that operate smarter and continue to look for new ways to meet customer expectations and needs.

No longer can we sit back and say we have been in the industry for 'x' amount of years and that is the reason to do business with us. Your customers are now more informed and enlightened than ever before on what is acceptable, and demand a higher quality of framing as standard than was previously offered. That new invention, the Internet may have something to do with this!

How can you satisfy these customers and help your business move forward?

Firstly, any training for you and your staff is a big factor. Accepted practices within our industry are continuously changing and improving. Many things we did as framers even 5 years ago are now frowned upon.

Including some form of education to your customers on these changes and how they can improve the life expectancy their artworks, can lead to greater customer levels of satisfaction as you demonstrate that you know the correct way. Become the expert!

The range of preservation grade materials is ever expanding and freely available through a number of suppliers. Yes, some of these do cost a bit more but the long term benefits outweigh the costs.

There is also the potential to increase your profit by using materials such as alpha-cellulose and rag mat boards and conservation grade glazing.

There also have been changes in the social media environment. Facebook refocused its algorithms to favor individuals who are actively involved in discussions—not just pressing 'like,' but offering responses and dialogue.

How does this impact your business? Well, most business pages will be ranked very low in the feed and those that ask only for likes, and shares will feature very low down the feed. And those on your Friends list may never see anything from you unless they individually notify Facebook they wish to continue seeing posts from you.

Boosted posts previously seen by many are now being seen by far fewer people—and we have noticed this with our own business page.. Please look at your own page.

Facebook has seen some other issues. Alternate social media platforms are out there just waiting to be used, try them. ♦

Wayne Baker, MCPF, is the owner with his wife Chris and son Craig of Framing Elegance in Australia. President of the PPFA Australia Chapter, Wayne also was the recipient of the Paul Frederick Award of Distinction for Leadership at the PPFA 2018 Convention.



MEADOWBROOK INSURANCE HAS A NEW NAME

The Professional Picture Framers Association (PPFA) has built a valuable relationship with AmeriTrust Group, Inc. (you formerly knew it as Meadowbrook Insurance Agency) who can provide you a competitive, no obligation workers' compensation insurance quote.

Those of you who came to Vegas will remember Nancy Clay who had her usual collection of great

goodies at the Sunday reception and at the PPFA booth—flashlights, ear buds, lens cleaners, first aid heat/freeze packs, and of course, yo-yos!

Nancy and her team look forward to serving PPFA members!

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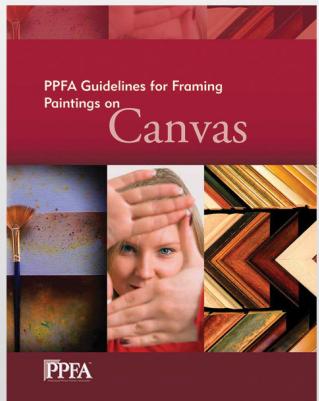


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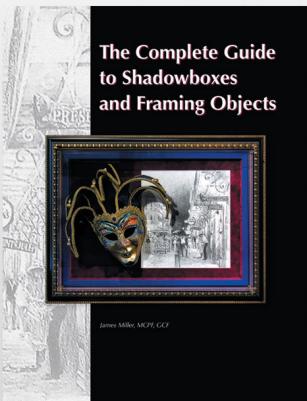
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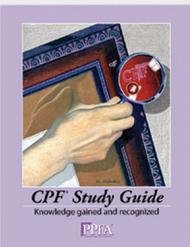
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Marketing Materials





FAREWELL, STARCH—AND HELLO TO NEW HINGING IDEAS!

By Hugh Phibbs

When Bill Adair, give his keynote luncheon talk about frame history at the recent PPFA Convention/WCAF Expo, he reminded us of the seminal work of Don Pierce, in helping found the Professional Picture Framers Association and the Fine Art Care & Treatment Standards (FACTS).

Don often expressed an intention that the skills framers had to offer should empower a guild-like organization that could draw strength from their diverse talents. I saw that in action, in Las Vegas. PPFA classes function best, when they are collaborative, building both on the information from the presenter and from the insights that lie behind questions that participants contribute.

It was from framers I first heard of the possibility of using methyl cellulose and hydroxypropyl cellulose (Klucel-G) as hinging adhesives. I was working at the National Gallery of Art at the time, and deferred to the views of paper conservators, who told me these materials were too weak to secure hinges.

I rethought this issue while lecturing in Europe, where methyl cellulose is used as adhesive for inlay mounts in both the British Museum and the Louvre.

Further study showed me that when methyl cellulose is dried on the hinge and is re-hydrated, its bond strength will depend on the amount of water added—more water, more bonding.

Now, we can say farewell to cooking of starch, to storage that only lasts a week, and to the uncertainty that comes with using edible material as an adhesive.

Both methyl cellulose (MC) and Klucel -G (HCP) are non-biological, so they won't spoil or support infestation of the materials to which they are applied.

Klucel-G has the further advantage of being soluble in water or in isopropyl alcohol. This second option eliminates the need for water and the swelling of paper, across its grain, that water brings.

Both of these products are safe for human consumption; indeed, HCP is used as artificial tears. They both form clear, flexible films, when dry and do not need straining as starch does, to form a supple, useful consistency.

Book conservators use a more dilute form of Klucel-G to consolidate degrading leather spines, but a thicker gel will give better adhesion and will have less alcohol, in it, which has the potential to act as a solvent, for optical brighteners and some inks and dyes.

Since it is hyper supple, Klucel-G can be pressed flat, as the hinge is applied and it should penetrate less than a thinned

vegetable starch application.

Using HPC as a hinging adhesive was proposed to me by the staff of the Institut national du patrimoine, Paris, and I've been testing it and sharing it there and with a PPFA class. I look forward to hearing how it works in others hands.

With less cocking potential there is less need for hand drying, of the hinge and simple weighting should suffice. This means hinges can be made larger and can extend along the upper edge of the sheet being supported, with strips of adhesive perpendicular to the fold of the hinge. spaced close together for heavy items or spaced widely for deli-

*Now, we can say farewell
to cooking of starch, to
storage that only lasts
a week, and to the
uncertainty that comes with
using edible material as an
adhesive.*

cate items. Hinges can go around the perimeter of heavy or degraded material, to maximize support. To keep costs reasonable, fibrous interleaving tissue, like un-buffered tissue from University Products can be employed to create lignin free hinges that are strong and cost effective.

It is the collaborative nature of the PPFA that has enabled this kind of innovation to grow. In the future, I hope such collaboration will further our

understanding of enclosing designs that can reduce moisture loading, eliminate pollutant exposure, and preserve those things that we and future generations will treasure. ♦

Preservation consultant Hugh Phibbs, retired from the National Gallery of Art, is a long time PPFA member and educator.

BEST WISHES TO ELLEN COLLINS ON RETIREMENT!

Ellen Collins, MCPF, a long time PPFA member and popular PPFA educator, taught her last PPFA class (Framing Techniques for Needle Art) at the recent PPFA Convention in Las Vegas.

Ellen was easily recognizable around the PPFA Convention and WCAF Expo/National Conference, sporting her beautiful Retirement Tiara!

Before selling their business a couple of years ago, Ellen and her husband Roger owned Howard's Art & Frames in Hagerstown, Maryland, for many years.

Ellen, who has been framing since 1979, served as vice president of PPFA, chair of the Certification Board, and on the Guidelines Task Force. She was an MCPF examiner, PPFA competition judge, and past president of the PPFA National Capital Chapter.

Ellen, we thank you for your long service to PPFA, and wish you all the very best in retirement!!



WHY ENTER THE PPFA FRAMING COMPETITION?

Entering the Framing Competitions is the best marketing tool for your business there is—as well as a compliment to your craftsmanship when you win an award!

With social media, instant marketing is a necessity. Show off your framed piece and competition results on Instagram immediately, then again when the piece is hanging in your showroom. Hang your piece with your ribbons for a talking point with customers. Competing helps with peer critique, growth in your skill and talent as a businessperson.

Sarah Beckett, MCPF, SB Framing Gallery, Milwaukee, WI., who won 1st Place, 1st Time High Point Entry, and Judges Award sponsored by Franks Fabrics in OPEN and 3rd place in PRINT at January's PPFA Convention.



PPFA Certification Information

How To Achieve Certification

While the written Certified Picture Framer (CPF) exam will be available at the PPFA 2020 Convention next January, and also at various regional events both in the U.S. and Down Under, a convenient 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.pppfa.com, where you can also purchase the books in the online store.

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

Register for the exams or Recertification at the Online Store. Any questions, email cetification@ppfa.com.

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 not a test, but a course to share new knowledge and techniques.
- The Recertification Course is available as a download from the Online Store at ppfa.com, and also will be held at the PPFA 2020 Annual Convention (when the Dec. 31 deadline can be extended). The course may also be held at regional events. Email cetification@ppfa.com.

Apply for a scholarship!

Congratulations to Racheal Mars-Bailey from Worcester, Mass., and Christie Heyes from New Albany, Ohio, recipients of the 2018 L. Thomas McKeon CPF Exam scholarship awards.

PPFA members can apply for the 2019 L. Thomas McKeon, CPF and Vivian C. Kistler, MCPF Scholarships. The application form is available at www.pppfa.com or email editor@ppfa.com. All applications must be emailed to editor@ppfa.com no later than October 15, 2019, to be considered for scholarships awarded for the following calendar year.

The Thomas McKeon, CPF Scholarships provide a free sitting for the CPF examination and a set of PPFA-recommended exam source material.

The Vivian C. Kistler, MCPF Scholarship, honoring the accomplishments of Vivian C. Kistler, MCPF, provides a free sitting for the MCPF exam and a stipend up to \$500 to offset framing and travel expenses. The scholarship has an estimated value of \$900.

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.

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

"I've been in the framing industry since college, in one way or another. Since getting my CPF designation in 2003 I've found it to be a valuable tool in reassuring my clientele I'm not a 'fly-by-night' framer. My knowledge and dedication is proudly on display for everyone to see. In my mind, the CPF designation bolsters all the hard work, knowledge and colleagues I've met in over 20+ years in the custom picture framing industry."

Alan Abeyta, CPF

"Having the MCPF certification has been an incredible tool for my business. We use it in all of our marketing campaigns, and it reassures our customers that we are professional and serious about our work."

Valerie Becker, MCPF

Congratulations to our New Master Certified Picture Framer!

Congratulations to Joe Dellert, Artisans of San Francisco, who passed the Master Certified Picture Framer (MCPF) exam on January 30, during the recent PPFA Convention—and is now Joe Dellert, MCPF!

A big thanks to Elli Wollangk, MCPF, and her

Certification Board team—Meghan MacMillan, MCPF; Ellen Collins, MCPF; Joyce Michels, MCPF; and Adela Davis, MCPF, for organizing the MCPF Exam and serving as examiners.

Congratulations to New Certified Picture Framers!

Congratulations to Adam Dahlstrom, CPF; Alexandra Cerulis, CPF; Julie Walsh, CPF; Victoria Kelley, CPF; Karen Parker, CPF; Charlotte Gray Colton, CPF; Patrick Coppinger, CPF; Kelly Curcione, CPF; Kristy Duarte, CPF; Stacey Hayes, CPF; Melissa Manser, CPF; Tina

Rumjahn, CPF; Gregg Sorbets, CPF; Devin Welch, CPF; Yurika Zama, CPF; and to three new CPFs from Down Under: Liz Lean, CPF; Melissa Creighton, CPF; and Grace Quirk, CPF.

Help Consumers Find You!

Have you created your retailer profile in the PPFA Directory?

If not, you're missing out on a great marketing tool and a way for consumers to easily find you!

Follow these easy steps:

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



The Directory includes articles, calendar of events, consumer blog and much more.
Need help? [Email Membership](#)

*PPFA's former [findapictureframer](#) directory redirects to this new directory.

Welcome!

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

Are You Due to Renew?

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

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

Email Links

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



A: Crepline is the only substitution for Stabiltex that I've found, but it is important to understand that Crepline is made of silk, and it is very sensitive to light exposure. The polyester Stabiltex was fairly resistant to light damage but Crepline will weaken in a short time and it may discolor, too. Be sure to use 99%UV filtering glass or acrylic with Crepline.

Jim Miller, MCPF
Art Frame Inc.

Q: Eewww!—This frame smells!

Here's an interesting challenge from a Framers Corner participant – a matted photograph in a 12x15x2-inch frame. The owner complained it smelled. The framer noticed a putrid smell when she took it apart, wondered if it might be from the water-based brown tape that held the craft paper on the back, or the glue used to put the frame corners together.

A: You could try reducing the odor by sealing the frame in a large polyethylene (e.g. Rubbermaid) storage container with zeolite-based kitty litter in the bottom for several weeks. If the odor was caused by an external means, like cats, etc., that should at least reduce it to acceptable levels. If it's due to urea-formaldehyde adhesive to hold the wood particles together, that won't work—and the option would be to replace the frame. Sanding and sealing the back might work. Gesso followed by a waterborne polyurethane would provide the best seal. Acrylics are permeable. The effectiveness of sealing the back might be offset by the odor still coming out of other areas if those aren't well sealed.

Paul Storch
Objects Conservator
St. Paul, MN

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