

# 2004 Annual Framing School Directory

**B**asic and continuing education is crucial to offering your customers the best service and design that you can. Whether you want to reinforce your knowledge of a technique, send an employee for training, or learn something totally new to enhance your skills as a framer and businessperson, industry education is a great resource to achieve your objectives.

In this year's school directory, there are framing schools and seminars for every level. There are beginner classes that assume participants have little or no previous knowledge of framing, and advanced classes on specialized techniques like mat decoration and frame finishing.

This listing was compiled from those schools that responded to our request for information. Additional suppliers offering educational programs can be found in the *PFM Annual Directory*, published each year in early December.

## American Picture Framing Academy

### "The Guerrilla Framing School"

- 122 Spring Street, Suite B-1, Southington, CT 06489
- Route 192, Orlando, FL 34747
- 6345 S. Pecos Road, Las Vegas, NV 89120
- Toll Free:** (888) 840-9605 **Fax:** (775) 703-9224
- Website:** www.pictureframingschool.com

**Basic and advanced courses in professional framing skills and sales techniques are offered in addition to a series of owners/managers courses and workshops.**

#### Subjects taught

- Basic—4-Day Framing Courses**
- Avoiding the six most common mistakes
- Cutting and joining wood and metal frames
- Creating loyal lifelong customers
- Dealing with difficult customers
- Decorative matting techniques
- Design theory and techniques
- Fitting and assembly—fast and easy techniques
- How to sell custom framing
- How to sell custom framing (for people who hate sales)
- Identifying and handling artwork
- Mat cutting magic
- Mounting techniques
- Purchasing equipment and materials
- Simple, inexpensive advertising methods
- Starting your own framing business
- Stitchery
- Working with glass

#### Owners/Managers Courses

- Almost-free advertising
- Avoid the five mistakes that can ruin your business
- Cable television, radio, and print advertising
- Computers and framing
- Corporate sales market
- Design and sell like a pro
- Direct mail advertising secrets
- Guerrilla Framers' cost-cutting secrets
- Guerrilla sales and management techniques
- How to find and hire great employees
- How to get free publicity for your business
- How to understand basic accounting information
- Pricing for profit
- Save on everything you buy for your business
- Starting and managing a framing business
- What your suppliers don't want you to know
- Yellow Pages advertising

#### Schedule/Costs

- Classes:** 4-day, tuition varies. Call for costs.
- Workshops:** 1- and 2-day business workshops, tuition varies
- Materials:** Fees include materials cost.
- Equipment:** Students have use of their own equipment during class.
- Class size:** varies

#### Additional information

*Business courses taught by Paul Cascio, "The Guerrilla Framers."  
 Lodging is within walking distance of the school. Some scholarships and financial aid may be available. Contract bookings upon request in the U.S. and Canada.*

## Canadian Picture Framers School, Inc.

- #1-20678 Duncan Way, Langley, British Columbia, Canada V3A 7A3
- Phone:** (604) 533-5328 **Toll Free:** (888) 252-0040
- Fax:** (604) 533-9680
- E-mail:** courses@framing-school.com
- Website:** www.framing-school.com

**Basic and advanced classes are offered.**

#### Subjects taught

- Basic:** Stresses hands-on, practical exercises.
- Subjects include: business; glazing; mat cutting; permanent and reversible mounting; color; layout; moulding; laminating; ovals; circles; needleart; canvas stretching; and v-grooves.

- Advanced Courses:** skill-building focus
- Conservation mounting—paper and needleart
- Creative matting
- French matting
- Glass etching
- Hand carving
- Image transfer
- Object box framing

#### Projects completed

- Basic course:** One print, conservation framed, with wood frame; Certificate, conservation framed, with metal frame
- Advanced course:** Samples of techniques and framed certificate.

**Schedule/Costs:** \$670 (Canadian) + GST = \$716.90

- Classes:** 5 days
- Materials:** There is no materials fee. Manual and instructional materials provided.

**Equipment:** Students share the wall mount cutter, chopper, compound mitre saw, thumbnailer, underpinner, Fletcher 1100 oval/circle cutter. Students are provided their own mat cutter (C & H, Fletcher, Keenut), 4x6 ft. work station, and hand tools.

**Class size:** limited to 10

## Additional information

*The school has been in operation for 17 years; the instructors have extensive experience in framing a wide variety of types of art. There are lodging facilities within ½ mile of the school. The Director of the school is Grant Smith, B.Ed., M.Ed., CPF.*

## Colorado Moulding

2606 South Raritan Circle, Englewood, CO 80110

**Phone:** (303) 922-1919 **Toll Free:** (800) 332-9013

**Fax:** (303) 934-2228

**Basic and advanced courses are offered.**

### Subjects taught

#### Basic

Float mounting  
Joining wood & metal moulding  
Measuring & cutting single & double mats  
Measuring & ordering chopped moulding  
Multi-holed layout & mat cutting  
Open & closed v-grooves  
Preservation materials & techniques

#### Advanced

Arched mat & name plate openings  
Color theory  
Glass floats  
Leather tool embossing  
Positive/negative & soft embossing  
Sculptured mats  
Shadowboxes, design & construction  
Spacers: paper, fabric, plastic, fillet, frames

#### Specialties

Business aspects

### Schedule/Costs

**Classes:** Basic: 3 days, \$425; Advanced: 3 days, \$425;

**Materials:** Sold separately.

**Equipment:** Students share wall cutter, oval cutter, mounting press, and paper cutter. Student have their own mat cutters and hand tools.

**Class size:** Basic: 8; Advanced: 8.

**Schedule:** Basic and advanced classes will be held in September 2004.

### Additional Information

*The school has been open since 1996 and the teachers have 18 to 20 years experience in the framing industry. Lodging facilities are within 2½ miles of the school.*

## Framers' Inventory Education Center

5000 S.E. 18th Ave., Portland, OR 97202

**Phone:** (503) 236-9293 **Toll Free:** (800) 543-2467

**Fax:** (503) 238-3899

**Website:** www.framersinventory.com

**Basic and advanced classes are offered.**

### Subjects taught

#### Basic

Basic and intermediate mat cutting  
Completing work orders  
Conservation framing  
Cutting and joining moulding  
Design  
Dry mounting  
Fitting  
Glazing  
Mat cutter maintenance  
Working with customers

#### Advanced

Conservation framing  
Cutting fillets  
Decorative mounting and laminating  
Decorative matting  
Fabric mats  
French matting  
Object box framing  
Oversized framing  
Problem solving related to unframing and reframing

### Schedule/Costs

**Classes (day or evening):** 4-day basic class, \$495; 3-day advanced class, \$495; individual instruction, \$30/hour

**Materials:** There is no materials fee. Products are sold at this school.

**Equipment:** Students have the use of their own mat cutters in the basic and advanced classes. Students share heat press, wall-mounted cutter and chopper.

**Class size:** maximum of 5

### Additional Information

*The instructors at this school have an average of 13 years experience. Lodging facilities are within 1 to 2 miles.*

## The Frame Tutor School of Picture Framing

12231 Fort Road, Edmonton, Alberta, Canada T5B 4H2

**Phone:** (780) 944-9149 **Toll Free:** (800) 268-0897

**Fax:** (780) 477-3051

**E-mail:** framtutr@telusplanet.net

**Website:** www.frametutorschool.com

**A comprehensive three-week certificate course (105 hours) is offered nine times during the year.**

**Week One:** Covers basic picture framing equipment and its care; safety in the frame shop; basic straight mat cutting; introduction to color and design of mats and frames; mounting procedures, including dry mounting and laminating; preservation materials and techniques; cutting of glass and moulding and assembly of frames; fitting of framing package.

**Week Two:** More on the preservation and care of art on paper, textiles, and canvas; blocking, stretching and framing of needleart; floating a print; simple object framing; matting black and white pictures; mat cutting, oval, round, and combination straight and oval; the conservator's role.

**Week Three:** Advanced color and design; decorative mats; creative use of dry mounting and laminating; framing of photos and of art on canvas; cutting moulding; use of fillets; business practices specific to the frame shop, including detailed guide to pricing.

### Projects Completed

**Mat Cutting Samples:** single, double, v-groove, offset corners, inlay, double bevel, Kobe corners, cathedral, painted bevel and panels, mat carving, octagon and multiple opening, fillets.

**Frame Cutting and Joining:** standard wood and metal, octagon, decorative corners and fillets.

**Conservation Framing Methods:** are taught and materials are used in framing the projects which make up the students' portfolio of prints, needleart dry mounting and laminating.

**Preservation Techniques:** are emphasized. Projects completed, and the portfolio is completed with an acceptable sample of each of the mats listed above.

A total of 12 projects are completed for students' portfolios.

### Schedule/Costs

**Classes:** \$675 Canadian funds+ GST per week, or \$2,000 + GST for 3 weeks. Fees include instruction, project materials, and manual.

Deposit of \$250 required at registration. Fees are tax deductible as a business expense.

**Materials:** Materials fees included in cost.

**Equipment:** provided

### Additional information

*School has been in operation since 1991. Instructors: Gordon Ferry, CPF; Penny Eluik; Marion Ferry, B.Ed., CPF.*

## Gold Leaf Designs & Gallery

2646 Broad Street, Chattanooga, TN 37408  
**Phone:** (423) 266-4453 **Fax:** (423) 266-4436  
**E-mail:** goldleafdesigns@bellsouth.net  
**Website:** www.goldleafdesigns.com

### Subjects taught

Gilding techniques and other related decorative finishes  
Hands-on demonstrations  
Historical background of gilding  
Restoration and application of leaf

### Schedule/Costs

**Classes:** 1-day seminars for artists: \$600. 1-day seminars for professionals/designers: \$600. 2-day Gilding and restoration: \$2000. Reservations are required 30 days in advance.

**Materials:** Students have use of all materials and tools.

**Equipment:** Equipment provided and/or shared, varies depending on the class.

**Class size:** maximum of 15

### Additional information

*The school has been in operation for 20 years. Alan Shuptrine, owner and master craftsman of Gold Leaf Designs & Gallery personally teaches the classes. The studio is known for producing one-of-a-kind frames and specializing in framing, restoration, and fine art. There are lodging facilities near the school.*

## Granite State Art & Frame

1 Wakefield Street, Suite 11, Rochester NH 03867  
**Phone:** (603) 330-9600 **Fax:** (603) 330-9600  
**E-mail:** duguaystudios@aol.com

### Basic and advanced classes are offered.

#### Basic

Art recognition  
Color consideration  
Conservation framing  
Design techniques  
Fitting and backing  
Glass and plexiglass cutting  
Mat cutting  
Measurement  
Moulding joining  
Mounting  
Retail pricing  
Retail store design  
Sales techniques  
Shop design

#### Advanced

Advanced mats  
Advertising and promotion  
Merchandising  
Multiangle frames  
Needlework  
Shadowboxes

#### Workshops

Handcarved mats  
Object box framing

### Schedule/Costs

**Classes:** 5-day classes cost \$825; Private classes \$1,550. Workshops are 1/2 or full day.

**Materials:** Students have use of all materials and tools. There are no material or lab fees. Lunch and diploma provided on last day of classes.

**Equipment:** Students have their own equipment and share some.

**Class size:** 1 to 4

### Additional Information

*The school has been in operation for one year. The instructors have an average of 15 years in framing. There are two instructors with a CPF. There are lodging facilities within 2 miles of the school.*

## International Picture Framers School Inc.

1128 Clyde Court, Kingston, Ontario, Canada K7P 2E4  
**Phone:** (613) 384-1146 **Toll Free:** (800) 294-0098  
**Fax:** (613) 384-1176  
**E-mail:** framingschool@sympatico.ca  
**Website:** www.framingschool.com

### Basic and advanced classes are offered.

#### Subjects taught

##### Basic

Business practices  
Canvas mounting  
Color coordination  
Conservation mounting  
Cutting, joining wood and metal frames  
Equipment purchasing  
Fitting and assembly  
Framing materials  
Glazing  
Limited edition prints (various types)  
Mat sizing and mathematics  
Mat cutting (oval, circle, straight line)  
Matting and design  
Needleart mounting  
Selection, measuring moulding  
Wet and dry mounting methods

##### Advanced

Conservation framing  
Creative matting  
Decorative matting  
French matting  
Glass matting  
Glass etching  
Image transfer to canvas  
Object framing

#### Projects completed

**Basic:** Students select, mount, and frame a print of their choice; conservation mount and frame their certificate of achievement. These represent their practical test and include mat selection and cutting as well as frame cutting and joining.

**Advanced:** Each student completes 5 projects daily in conservation, French matting, object framing, creative matting, glass etching, image transfer, glass matting; the last 3 areas have 5 projects combined.

### Schedule/Costs

**Classes:** 5 days, \$695 (Canadian) per class, plus taxes.

**Materials:** There is no materials fee. Framing books are sold at this school. Mat cutters can be purchased by students at discounted prices.

**Equipment:** Students share oval-circle cutters, wall mounted cutter, saw, underpinner, and heat and vacuum presses. Students have their own mat cutter, hand tools, tape dispenser, ruling pen, and manual.

**Class size:** limited to 8

### Additional Information

*The school has been in operation since February 1990; the instructors have an average of 20 years in framing. There are lodging facilities within 2 miles of the school.*

## Jakob-Sansbury Conservation

304 S. Boyd St., Winter Garden, FL 34787  
**Phone:** (407) 877-3958 **Fax:** (407) 877-9245

### All workshops are offered at the Florida studio or on location only.

#### Subjects taught

Basic and intermediate traditional oil and water gilding  
Compo and mold making  
19th century casting techniques for frames and furniture  
Frame and furniture restoration  
Punch and incise techniques

# 2004 School Directory

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Sgraffito and pastiglia techniques  
French polishing

## Projects completed

**3-day workshop:** corner samples

**1-week workshop:** 2 complete frames

Students may bring a project of their own to work on in the restoration workshop.

## Schedule/Costs

**Classes:** All workshop costs and schedules are based on the interest of the student and time available of instructors. 3-day workshops start at \$750; 1-week workshops start at \$1,850. All instruction is tailored for each student's individual needs as a one-on-one, hands-on.

**Materials:** Students have use of all materials and tools. There are no material or lab fees. No products are sold at this school.

**Equipment:** No equipment is shared.

**Class size:** maximum of 10

## Additional information

*The school has been in operation for 17 years. There are lodging facilities within 1 mile of the school.*

## Jayeness Moulding Co.

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2928 4th Avenue South, Seattle, WA 98134

**Phone:** (206) 292-9664 **Toll Free:** (800) 423-6287

**Fax:** (206) 624-9343

**E-mail:** randall@jayeness.com

**Website:** www.jayeness.com

**Basic, intermediate, and advanced classes are offered.**

## Subjects taught

**B.A.S.I.C.**

Business

Art and Design

Sales

Industry

Craft

## Studio 2004

Conservation

Mounting and Matting I, II & III

Needleart

Shadowbox framing

## Projects completed

**B.A.S.I.C.:** Image size 11" x 14" or smaller

## Schedules/Costs

**Classes:** 1-day, \$125; 5-day B.A.S.I.C., \$595

**Materials:** There is no materials fee. Products are sold.

**Equipment:** 1 student per mat cutter. Hand tools are not shared.

**Class size:** maximum of 6

## Additional Information

*The school has been in operation for 10 years. Instructors have an average of 16 years experience. Lodging is close by.*

## Larson-Juhl

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**For information on U.S. Locations**

**Phone:** (800) 438-5031 **Fax:** (800) 772-0225

**Website:** www.larsonjuhl.com

## 5-Day Training Center Locations

### Atlanta

3900 Steve Reynolds Blvd., Norcross, GA 30093

### Chicago

550 Congress Circle South, Roselle, IL 60172

### Denver

6488 Gardenia St., Arvada, CO 80004

### Miami

901 Shotgun Road, Sunrise, FL 33326

## Minneapolis

5870 Baker Road, Minnetonka, MN 55345

## New York City

50 West Century Road, Paramus, NJ 07652

## Seattle

3425 South 116th St., #133, Seattle, WA 98168

## St. Louis

13824 Parks Steed Drive, St. Louis, MO 63045

## Subjects taught

Conservation/Preservation techniques including:

Design and color

Joining methods

Mat cutting

Needleart framing

Permanent mounting

Pricing and profitability

Successful selling

## Projects completed

Frame a chosen piece of artwork provided at the class, and frame a certificate.

## Schedule/Costs

**Classes:** 5 days, \$795

**Materials:** Cost of 5-day Training Center includes all supplies, Larson-Juhl Framing Manual, certificate, and complimentary graduation dinner.

**Equipment:** Students share dry mount presses, underpinners, joiners, cardboard, and glass cutter. Each student has an individual work station which includes a mat cutter, vise, and other standard tools and supplies.

**Class size:** Maximum of 10-12 for 5-day classes

## Additional Information

*The training centers have been in operation for 19 years. The instructors at this school have an average of 15 to 20 years experience, each as retail store owners and industry trainers. All trainers are Certified Picture Framers. Within 5 miles of this facility, a selected hotel provides discount rates to Larson-Juhl students and some offer complimentary transportation to and from class daily.*

## The Master Framers Inc.

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262 E. 4th St., St. Paul, MN 55101

**Phone:** (651) 291-8820 **Fax:** (651) 291-3826

**E-mail:** classes@masterframers.com

**Website:** www.masterframers.com

**Advanced classes are offered.**

## Subjects taught

Finishing, antiquing and toning

Frame restoration and repair

French and decorative matting

Making and applying composition ornaments

Traditional water and oil gilding

## Projects completed

Designed around students' needs and expectations

## Schedule/Costs

**Classes:** 1, 2, or 3 days, or developed around students' needs; Call or e-mail for costs.

**Materials:** Fee varies depending upon materials used.

**Equipment:** Equipment provided and/or shared, varies depending on the class

**Class size:** The school prefers to work one-on-one with students, but will allow up to 5.

## Additional Information

*The school has been in operation for 18 years. The instructors at this school have a combined average of 30 years experience. There are lodging facilities within 5 blocks of the school.*

## Murillo School of Restoration

13431 114th Street, Edmonton, Alberta, Canada T5E 5E5  
**Phone:** (780) 457-0538 **Fax:** (780) 457-0538

**Basic, Advanced, and Specialty classes are offered.**

### Subjects taught:

#### Restoration on:

Antiques of any period  
 Artifacts and knick-knacks  
 Carvings  
 Ceramics  
 Cleaning and restoring paintings  
 Frames  
 Furniture  
 Gold leafing  
 Metal  
 Porcelain and china  
 Prints and photos  
 Sculptings  
 Stone and terracotta  
 Wood

### Projects completed

Designed around students needs and expectations

### Schedule/Costs

**Classes:** Courses are 6 days a week, 8 hours per day. Payment in full required in advance. 6 weeks for all classes, \$8,100 + tools + tax; 3 weeks for paintings and frames, \$5,258 + tools + tax; 2 weeks for china and porcelain, \$3,250 + tools + tax.

**Materials:** Fee varies depending upon materials used. Some tools must be purchased. Upon completion, a diploma is given.

**Equipment:** Equipment provided.

**Class size:** 1 to 6 depending upon subject.

### Additional Information

*The school has been in operation since 1989. The instructor at this school has 50 years experience. There are lodging facilities within 1 to 4½ miles of the school.*

## The National Conference at the West Coast Art & Frame Show

P.O. Box 102, Morganville, NJ 07751

**Phone:** (732) 536-5160 **Toll Free:** (800) 969-7176

**Fax:** (732) 536-5761

**E-mail:** theconference@hobbypub.com

**Website:** www.pfmseminars.com/nationalconference

**Basic, intermediate, and advanced framing classes on framing techniques, design, sales, and management are offered. Classes range from one-hour lectures to hands-on workshops and 2-day seminars. This is the largest educational venue in the framing industry, with more than 70 sessions. Education takes place in conjunction with the West Coast Art & Frame Show in Las Vegas.**

### Subjects taught

#### Executive Management Series

Sales and marketing strategies  
 Employee training programs  
 Overcoming obstacles to growth  
 Effective time management

#### Fundamentals of Framing Series

Canvas stretching and framing  
 Cutting and joining wood moulding  
 Frame design  
 Glazing options  
 Hand-wrapped mats  
 Mat decoration  
 Mounting  
 Preservation  
 Shadowboxes

#### Gallery Series

Creating collectors  
 Identifying fine art prints  
 Sales techniques

#### Gilding Series

Introduction to water gilding  
 Advanced water gilding  
 Compo and decorative corners  
 Frame finishing

### Master Class Series

Basics of frame restoration  
 Creative laminating  
 Digital prints  
 French Matting  
 History of American frames  
 History of European frames  
 Wood frame finishing

### Mat Cutting Series

Basic mat cutting  
 Creative mat cutting  
 Mat cutting tips and tricks  
 The perfect mat

### Profit & Management Series

Automation and technology  
 Business plans

Equipment needs  
 Increasing profits  
 Marketing  
 Management skills  
 Merchandising  
 Pricing formulas  
 Production areas  
 Retailing strategies

### Sales and Design Series

Color theory and trends  
 Designing and selling decorative mats  
 Frame designs that sell  
 Making mat and moulding selections  
 Promotion of preservation framing  
 Sales counter techniques  
 Selling upper end moulding  
 Texture, pattern, and color

### Projects completed

Varies by class

### Additional information

*The National Conference will be held January 23 to 26, 2005 at the Hilton Hotel in Las Vegas. Class costs range from free to \$195. Special pricing packages available: VIP Pass \$395. Gilding, mat cutting, and preservation framing packages: prices vary based on specific courses offered.*

## New England Framing Academy

P.O. Box 814, King Court, Keene, NH 03431

**Phone:** (603) 357-4614 or (905) 655-1577

**Toll Free:** (800) 325-6332 or (877) 797-6944

**Fax:** (905) 655-1577

**E-mail:** dstretch@frameschool.com

**Website:** www.frameschool.com

**Basic/intermediate classes are offered.**

### Subjects taught

Color theory  
 Conservation framing  
 Customer relations  
 Frame cutting and joining  
 Glass cutting  
 Inventory control  
 Mat cutting and design  
 Material and equipment purchasing  
 Needlework framing  
 Pricing  
 Shadowbox framing  
 Shop layout

### Projects completed

One project, framed flat or three-dimensionally

### Schedule/Costs

**Classes:** 4 days, \$625. A non-refundable deposit of \$220 is required to reserve spot, with the balance of \$405 due upon attendance of class. A 10% discount (\$62.50) per person is offered if more than one person from your shop attends the same class.

**Materials:** There is no materials fee, and the cost for the class includes an extensive manual.

**Equipment:** Students share a dry mount press, wall mounted glass and board cutters, chopper, oval cutter. Students are able to use their choice of tabletop mat cutters, vises, hand tools and work station without sharing.

**Class size:** maximum of 7

### Additional Information

*The school has been in operation for 19 years. The instructors at this school have an average of 27 years experience. There are lodging facilities within 1½ blocks of the school.*

## PFM Seminars

P.O. Box 102, Morganville, NJ 07751

Phone: (732) 536-5160 Toll Free: (800) 969-7176

Fax: (732) 536-5761

E-mail: pfmseminars@hobbypub.com

Website: www.pfmseminars.com

**Basic, intermediate, and advanced classes on framing techniques, designs, sales, and management are offered. Classes range from one-hour lectures to hands-on workshops and 2-day seminars. Education takes place at a variety of venues, including the East Coast Art & Frame Show in Philadelphia, EdExpo at DecorExpo Atlanta, and special 1- and 2-day seminars at other locations throughout the U.S.**

### Subjects taught

#### Executive Management Series

- Sales and marketing strategies
- Employee training programs
- Overcoming obstacles to growth
- Effective time management

#### Fundamentals of Framing Series

- Canvas stretching and framing
- Cutting and joining wood moulding
- Frame design
- Glazing options
- Hand-wrapped mats
- Mat decoration
- Mounting
- Preservation
- Shadowboxes

#### Gallery Series

- Creating collectors
- Identifying fine art prints
- Sales techniques

#### Gilding Series

- Introduction to water gilding
- Advanced water gilding
- Compo and decorative corners
- Frame finishing

#### Master Class Series

- Basics of frame restoration
- Creative laminating
- Digital prints
- French Matting
- History of American frames
- History of European frames
- Wood frame finishing

#### Mat Cutting Series

- Basic mat cutting
- Creative mat cutting
- Mat cutting tips and tricks
- The perfect mMat

#### Projects completed

Varies by class

#### Additional information

*PFM Seminars class costs range from free to \$195. Special pricing packages available: VIP Pass \$395. Conducted at the trade show in Atlanta (EdExpo at Decor Expo) and at the East Coast Art & Frame Show (May 14-17, 2004). In addition, PFM Seminars on the Road, sponsored by industry leaders, are held as one-day sessions throughout the year at various locations in the U.S. Upcoming schedule in Picture Framing Magazine and on the website.*

#### Profit & Management Series

- Automation and technology
- Business plans
- Equipment needs
- Increasing profits
- Marketing
- Management skills
- Merchandising
- Pricing formulas
- Production areas
- Retailing strategies

#### Sales and Design Series

- Color theory and trends
- Designing and selling decorative mats
- Frame designs that sell
- Making mat and moulding selections
- Promotion of preservation framing
- Sales counter techniques
- Selling upper end moulding
- Texture, pattern, and color

## PPFA—Professional Picture Framers Association

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3000 Picture Place, Jackson, MI 49201

Phone: (517) 788-8100 Toll Free: (800) 762-9287

Fax: (517) 788-8371

E-mail: ppfa@ppfa.com

Website: www.ppfa.com

Basic, intermediate, and advanced classes are offered at various PPFA events throughout the year.

## Prestige Framing Academy

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### Office address

75 Newbury St., Danvers, MA 01923

### Facility address

199 Newbury St., Danvers, MA 01923

### Registration and information

Phone: (978) 535-5070

Fax: (978) 777-3166

E-mail: signup@framingacademy.com

Website: www.framingacademy.com

### Wizard Mat Cutting Classes

E-mail: wizclass@framingacademy.com

Basic, intermediate, and advanced framing techniques; Wizard mat cutter classes; and general business topics are taught.

### Subjects taught

Beginning framing

Advanced dry mounting

Advanced framing: Fantasy Frame Camp

“Designing for Profit: Great Looking Mat Combinations That Sell”  
(1 hour lecture)

Fabric mats

Glass etching

Intermediate matting

Intermediate needleart

Mat decoration

Object box framing

Oil gilding

Plastic fabrication

Preservation Framing: Beyond the Japanese hinge

Water gilding

Wizard mat cutter techniques

Woodworking

### Business

Business development

Cross marketing

Maximizing sales

Pricing for profit

### Projects completed

All framing techniques are hands-on unless otherwise noted. In Basic classes, materials are provided for students to complete 5 projects.

### Wizard Classes:

“Beyond the Basics: Getting the Most from Your Wizard Mat Cutter”  
(6-hour class)

“Custom Designs: CAD and the Wizard CMC”  
(2 classes per day)

### Schedule/Costs

**Classes:** Half-day, \$75; full day, \$125-150; 5 days, \$750. Wizard Mat Cutting classes have a separate tuition schedule; call for details. Classes are offered throughout the year; current schedule available on request and on the website. Tuition varies dependent upon course content.

**Materials:** There is no materials fee. Reference materials provided.

**Equipment:** Students share equipment.

**Class size:** maximum of 10

### Additional Information

This school maintains a fully equipped, state-of-the-art facility, including computerized POS and mat cutting equipment, woodworking equipment, and traditional framing equipment. Stuart Altschuler, CPF, GCF, has more than 30 years experience in the framing industry and conducts educational programs for PPFA and industry suppliers adjacent to lodging. There is also a series of classes from Prestige Framing Academy “On the Road” that makes over 18 stops across the United States.

## Reed’s Custom Framing

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216 Douglas St., Madison, TN 37115

Phone: (615) 865-2666 Toll Free: (800) 745-0246

Fax: (615) 865-1903

E-mail: mcavanah@bellsouth.net

Website: www.rframe.com

Basic classes are offered. Advanced classes are one-on-one and are scheduled upon request.

### Subjects taught

#### Business

How to run a framing business

#### Custom Picture Framing

Cutting and joining frames

Fitting and installation

Glazing

Matting

Mounting

### Projects completed

Students complete two framing projects from start to finish. Items to be framed are provided.

### Schedule/Costs

**Classes:** 3 days, \$425 (check the website or call for current dates).

**Materials:** Materials provided at no additional cost.

**Equipment:** Students share equipment

**Class size:** maximum of 5 for Basic; Advanced classes are one-on-one, with costs varying according to subject taught, and scheduled on request.

### Additional Information

The school has been in operation since 1997. The instructor is Mitchell Cavanah and he has experience in the framing business since 1985.

The classes are held in a real, working frame shop. Lodging is within 3 miles of the school.

## Reed’s Gold Leaf

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216 Douglas St., Madison, TN 37115

Phone: (615) 865-2666

Fax: (615) 865-6572

E-mail: mickirc@bellsouth.net

Website: www.rframe.com

Basic, intermediate, and advanced classes are offered.

### Subjects taught

Antiquing and toning

Gold leafing—oil gilding and water gilding

Hand finishing frames

Repair and stabilization of frames

Repair of decorative ornament

### Specialties

Antiquing and toning

Gold leafing

Repairing

### Projects completed

One or two complete frames plus samples.

### Schedule/Costs

**Classes:** 2- to 3-day group classes: \$425. Check website for schedule.

One-on-one training available, scheduled on request: \$300 per day. Oil gild-

# 2004 School Directory

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ing (\$425) and repair class (\$475) in Los Angeles Area.

**Materials:** All materials are supplied and there is no materials fee. Products are sold.

**Equipment:** Students will use supplied equipment or may also bring their own equipment.

**Class size:** 6 to 12

## Additional Information

*The school has been in operation for more than 25 years. The instructors at this school have more than 30 years combined experience. There are lodging facilities convenient to the school.*

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## Sarasota Goldleaf Studio

132 South Pineapple Avenue., Sarasota, FL 34236

**Phone:** (941) 365-3295 **Fax:** (941) 365-3295

**Basic, intermediate and advanced classes are offered.**

### Subjects taught

Finishing  
Frame fabrication  
Gilding (water, oil)  
Period ornamentation techniques  
Picture Frames 101

### Projects Completed

Beginners water gilding  
Building a master carved frame

### Schedule/Costs

**Classes:** Weekend water gilding workshops are 2 days, \$400.

5-day to month-long workshops, \$750 to \$1,250.

**Materials:** Materials included. Weekend workshop includes

1 book (22k), mop, tip, knife, and burnisher.

**Equipment:** Students share equipment and tools unless they bring their own or purchase them through the school.

**Class size:** weekend workshops (maximum of 4); 5-day to month-long (maximum of 2)

### Additional information

*Lodging facilities are within 2 miles of the school.*

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## TC Moulding

WDA Minnesota, 1880 Oakcrest Ave., St. Paul, MN 55113

**Phone:** (651) 636-6646 **Toll Free:** (800) 735-3025

**Fax:** (800) 735-0860

**E-mail:** jprichards@tcmoulding.com

**Website:** www.wdainc.com

WDA Michigan, 33603 Dequindre, Troy, MI 48083

**Toll Free:** (800) 632-4842

**Fax:** (800) 735-0014

**E-mail:** edbax@tcmoulding.com

**Website:** www.tcmoulding.com

**Basic and advanced classes are offered.**

### Subjects taught

B.A.S.I.C.  
Business  
Art and Design  
Sales  
Industry Background  
Craft of Framing

### Advanced

Conservation  
Mounting  
Mat cutting  
Mat decoration  
Needleart framing

Object framing

Studio 2004

### Projects completed

Certificate in metal frame (B.A.S.I.C.)

Students do a project of their own choosing in a wood frame.

### Schedule/Costs:

**Classes:** B.A.S.I.C.: 5 days, \$600. Studio 2004 advanced classes: 1-day, \$150.

**Materials:** There is no materials fee.

**Equipment:** Students share large equipment such as wall cutters, oval mat cutters, underpinners, and dry mount presses. Students are provided Fletcher or C&H mat cutters, all hand tools, tape dispensers, mitre vises and supply items, which are not shared.

**Class size:** limited to 5 for basic; 6 for advanced

### Additional Information

*The school has been in operation since 1989 and instructors have an average of 20 years experience. A number of lodging facilities are located in the immediate area.*

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## United Mfrs. Supplies, Inc.

80 Gordon Drive, Syosset, NY 11791

**Phone:** (516) 496-4430 **Toll Free:** (800) 645-7260

**Fax:** (516) 496-7968

**E-mail:** customerservice@unitedmfrs.com

**Website:** www.unitedmfrs.com

**Basic classes are offered.**

### Subjects taught

Basic picture framing including a section on marking up merchandise and how to deal with customers in a retail environment.

### Projects completed

One framed artwork.

### Schedule/Costs

**Classes:** Basic course; \$695

**Materials:** There is no materials fee.

**Equipment:** Students have their own work station including a mat cutter. Students share a Fletcher wall-mounted cardboard, glass, and plastic cutter and share all moulding cutting and joining machinery. Mounting presses are also shared. Cutting, joining, and mounting machines from major manufacturers are available to all students. Students will get to see the many choices and types of machinery available and receive hands-on training on most of the contemporary machinery available today. Machinery will be provided from Fletcher-Terry, Elmer's/Beinfang, Logan, Nielsen-

Bainbridge, Pistorious, ITW-AMP, Dahle, Framesquare, and Crescent.

**Class size:** Maximum of 10 students per class.

### Additional Information

*Instructors have an average of 30 years experience in picture framing. The newest equipment is available for students. Lunch is included, as well as a graduation dinner. The school is located in United's Syosset, NY facility. There are several hotels within a short distance of the facility.*

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## Valley Moulding & Frame School

10708 Vanowen St., North Hollywood, CA 91605

**Phone:** (818) 769-5656 **Toll Free:** (800) 932-7665

**Fax:** (818) 509-0461

**E-mail:** info@valleymoulding.com

**Website:** www.valleymoulding.com

**Basic and advanced classes are offered.**

### Subjects taught

B.A.S.I.C.

Business: The framework of marketing and a working knowledge of picture framing store management.

**Art:** An understanding of the elements of color and design, and current trends within the industry.

**Sales:** How to use a multi-step sales process and the ability to give a dynamic sales presentation.

**Industry:** An increased awareness of the picture framing industry and its position within the art world.

**Craft:** The basic skills that will allow you to succeed as a craftsman within the industry.

## Advanced

Advanced conservation/preservation

Advanced fabric framing and textile art

Advanced matting

Decorative mats and corners

Fillets and bevel board and thick mats

Multiple openings

Introduction to computer layout and design

## Projects completed

**Basic:** Assorted mat projects and two complete framing projects.

**Advanced Conservation:** Mat hinges. Conservation weights.

**Advanced Fabric:** Fabric covered mats and liners, shadowboxes.

**Advanced Matting**

## Schedule/Costs

**Classes:** Advanced classes: 1 day, \$175 or 2 consecutive classes for \$300.

B.A.S.I.C. classes: 5 days, \$650

**Materials:** There is no materials fee.

**Equipment:** Students share a wall-mounted cutter, mounting press, and assorted hand tools (shared between two people). Students have the exclusive use of their choice of professional mat cutters.

**Class size:** limited to 10

## Additional Information

*The school has been in operation for 15 years. The instructors have an average of 15 to 20 years experience. Lodging facilities are located within 1 mile of the school.*

## West Art Framing

187 Dufort Road, Sagle, ID 83860

**Phone:** (208) 263-8307

**E-mail:** ray@westartframing.com

**Website:** www.westartframing.com

## Basic and advanced classes are offered.

### Subjects taught

#### Basic

Assembly and fitting

Basic design theory

Basic tools and equipment

Client interaction

Finding suppliers

Frame construction

General pricing guidelines

Glazing options

Hand-wrapped fabric mats

Laminating

Matboard properties

Mat cutter squaring and maintenance

Mat cutting

Mounting (dry mounting and rice paper hinging)

Proper mat sizing

Proper measuring

Shop layout and bench and table construction

Tapping your creative potential

V-grooves

#### Advanced

Advanced V-grooving

The creative thought process

Cutting 8-ply

Deep bevels

Embossed fabric mats

Frame splicing

Frame stacking

French matting

Glass etching

Hand tooled mats

Interactive frames

Over-the-top design

Passive frames

Special tools and materials

Spliced and inlay mats

“Stuff” - Mounting tips

**Projects completed:** Varies by class

## Schedule/Costs

**Classes:** 5 days, \$875 per student in a class for two. \$1,000 for one-on-one instruction by request.

**Materials:** There is no materials fee, and the cost for the class includes lunch, certificate, transportation to and from the airport, and Friday evening dinner.

**Equipment:** Each student has their own mat cutter. Facility has one hot press, one oval cutter, one chopper, one Frame Square mitre saw, one thumb nailer, ITW-AMP underpinner, one Fletcher wall cutter, and complete selection of all related hand tools and materials.

**Class size:** Two students per instructor. One-on-one instruction also available.

## Additional Information

*The school has been in operation since 2002. The instructor, Ray Dwyer, CPF, has been framing for 15 years. There are lodging facilities within 7 miles of the school.*

## The Wholesale Distributors Association (WDA)

### Cash Moulding Sales of Alabama, Inc.

436 Industrial Lane

Birmingham, AL 35211

**Phone:** (205) 942-2909

**Toll Free:** (800) 231-1972

**Fax:** (205) 942-1225

**E-mail:** Jim@CashMoulding.com

**Website:** www.CashMoulding.com

### Colorado Moulding Co.

2606 South Raritan Circle

Englewood, CO 80110-1147

**Phone:** (303) 922-1919

**Toll Free:** (800) 332-9013

**Fax:** (303) 934-2228

**E-mail:** moulding@earthlink.net

### Jayeness Moulding Co.

2928 4th Avenue South

Seattle, WA 98134-1915

**Phone:** (206) 292-9664

**Toll Free:** (800) 423-6287

**Fax:** (206) 624-9343

**E-mail:** randall@jayeness.com

**Website:** www.jayeness.com

### Rechenbach's

5300 Homberg Drive

Knoxville, TN 37919

**Phone:** (865) 588-8644

**Toll Free:** (800) 345-6815

**Fax:** (865) 588-5101

**E-mail:** rechenbach@bellsouth.net

**Website:** www.rechenbachs.com

### TC Moulding

1880 Oakcrest Ave.

St. Paul, MN 55113-2602

**Phone:** (651) 636-6646

**Toll Free:** (800) 735-3025

## 2004 School Directory

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**Fax:** (651) 636-8153 or (800) 735-0860

**E-mail:** [jprichards@tcmoulding.com](mailto:jprichards@tcmoulding.com)

**Website:** [www.tcmoulding.com](http://www.tcmoulding.com)

### **TC Moulding**

*33603 Dequindre*

*Troy, MI 48083-4635*

**Phone:** (248) 588-2333

**Toll Free:** (800) 632-4842

**Fax:** (248) 588-3133 or (800) 735-0014

**E-mail:** [jprichards@tcmoulding.com](mailto:jprichards@tcmoulding.com)

**Website:** [www.tcmoulding.com](http://www.tcmoulding.com) ■