

2017 Annual Framing School Directory

One of the most important things you can do to offer your customers the best service and design possible is to keep yourself up to date by taking basic and continuing education courses. Industry education is a great resource to achieve your objectives 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. More details about classes are available in an expanded version of the article on the PFM website (www.pictureframingmagazine.com).

There are framing schools and seminars for every level found in this directory. 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.

The National Conference at the West Coast Art & Frame Expo

83 South St.
 Suite 303
 Freehold, NJ 07728
Phone: 732-536-5160
Toll Free: 800-969-7176
Fax: 732-536-5761
E-mail: pfmseminars@hobbypub.com
Website: www.wcafexpo.com
The National Conference is the largest educational venue in the framing industry, with more than 100 sessions and new workshops on a wide range of topics each year. Basic, intermediate, and advanced framing classes on techniques, design, sales, digital technology, marketing, social media, and business management are offered. The sessions range from one-hour lectures to hands-on workshops and two-day seminars taught by leading industry experts.

Subjects taught

Fundamentals of Framing Series

Canvas stretching and framing
 Cutting and joining wood moulding
 Design with a CMC
 Digital prints
 Frame design
 Glazing options
 Mat decoration
 Mounting
 Preservation
 Shadowboxes

Gilding Series

Advanced water gilding
 Frame finishing
 Introduction to water gilding

Master Class Series

Basics of frame restoration
 Conservation
 Creative laminating
 Digital prints
 Fabric wrapping

French Matting
 History of frames
 Installation hardware
 Photo mounting
 Photography presentation
 Using CMCs
 Wood frame finishing

Mat Cutting Series

Advanced mat cutting
 Basic mat cutting
 Creative mat cutting
 Decorative Papers
 Fillets
 Mat cutting tips and tricks
 Multi-opening mats
 The perfect mat

Commercial Series

Production efficiency
 Production equipment
 Production methods
 Production facility

Profit & Management Series

Building a staff
 Business plans
 Equipment needs
 Gift items
 Increasing profits
 Management skills
 Marketing
 Merchandising
 Pricing formulas
 Production efficiency
 Retailing strategies

Sales & Design Series

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

Digital Imaging & Printing

Adobe Photoshop
 Digital printing
 Photography

Marketing & Social Media

POS Software
 Social Media
 Website design

Special Events

Special events done on a yearly basis.

Projects completed

Varies by class.

Additional information

The National Conference will be held January 21 to 24, 2018 at The Paris Las Vegas Hotel & Casino. Seminar packages range from an all-inclusive VIP Pass to individually priced sessions. Free sponsored classes as well as company held events and seminars are also available. Prices vary based on specific courses offered.

ABC School of Picture Framing

274 Higbie Lane
 West Islip, NY 11795
Phone: 631-321-7980
Toll Free: 800-810-8849
Fax: 631-321-7981
E-mail: fmiragliot@aol.com
Website: www.abcschoolofpictureframing.com
Basic and advanced classes are offered.

Subjects taught

Basic

Business end of framing
 Cutting and joining frames: wood and metal
 Cutting glass
 Design and color
 Fitting
 Layout and design

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Mat cutting: basic and intermediate
Mounting techniques
Preservation and conservation framing
Types of glazing

Advanced

Applications for special acid-free tapes and mulberry paper
Apply creativity using special templates
Best conservation practices
Conservation framing
Creative cloth covered mats and decorative mats
Creative matting and deep bevels
Deacidification
Design, layout, and frame size: how to select and attach items
How to cut and use fillets
Mounting paper using various reversible hinging techniques
Object box construction techniques
Stacking techniques of various frames

Projects completed

Basic course: One framed artwork.

Advanced course: Samples of techniques.

Schedule/Costs

Classes: Basic: 2-day, \$495; 4-day, \$795. Advanced: 2-day, \$595. One-on-one available by appointment: 2-day, \$595; 4-day, \$995.

Materials: There is no materials fee. Materials and workbook included.

Equipment: Students share a power miter saw, underpinner, thumbnailer, and oval/circle cutter. Students have their own mat cutters and hand tools.

Class size: 6-10 students.

Additional information

Instructor Frank Miragliotta has more than 20 years teaching experience in the technical field. School is located near Islip-MacArthur Airport and The Long Island Railroad. Lodging facilities are located nearby.

American Picture Framing Academy

Southington, CT • Daytona Beach, FL
Las Vegas, NV • San Antonio, TX •
Toronto, ON

Phone: 860-940-9262

Toll Free: 888-840-9605

E-mail:

pfm@pictureframingschool.com

Website:

www.pictureframingschool.com

Technical, business, and sales training for business owners and employees. A 3-Day Boot Camp is available. Convenient locations across the U.S. and Canada, and on-site lodging is also available.

Subjects taught

Basic and Advanced Workshops
3-Day Professional Framing Boot Camp: starting a successful framing business
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 (for people who hate sales)
Identifying and handling artwork
Mat cutting magic
Mounting techniques
Purchasing equipment and materials
Simple, inexpensive advertising methods
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 Framer's cost-cutting secrets
Guerrilla sales and management techniques
How to compete with big box stores
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

Schedule/Costs

Classes: 3-day, tuition varies; see website for details.

Workshops: 1- and 2-day business workshops, tuition varies.

Materials: Fees include all materials.

Equipment: All professional equipment is used.

Class size: Small.

Additional information

Business courses are taught by Paul Cascio. On-site lodging is available. Some scholarships and financial aid may be available. Call for other locations. Contract bookings upon request in the U.S. and Canada.

Art To Be Framed

704 South Washington Dr.

Mt. Shasta, CA 96067

Phone: 530-926-3609

Fax: 530-926-3609

E-mail: arttobeframed@gmail.com

Website: www.arttobeframed.com

Basic and intermediate classes are offered.

Subjects taught

Basic and Intermediate
Creative design
Faux finishes on mats, frames, furniture, and wall surfaces
French matting
Glass etching
Multi-openings
Object shadowbox frames
V-grooves

Projects completed

8 to 10 framed projects completed.

Schedule/Costs

Classes: Basic: 5 days, \$1,850 per person; \$3,200 for party of two from the same company. Workshop only, \$1,250 per person; second party \$1,000. Includes six nights' accommodations, all materials, breakfast, lunch, and snacks.

Materials: There is no materials fee.

Equipment: Students have their own equipment.

Class size: One-on-one or two students from the same company.

Schedule: Basic classes: Two per month, held by appointment, and custom designed to the individual's needs.

Additional Information

Mt. Shasta is a beautiful resort community with a population of about 3,500 residents. The school sits at the base of the mountain, elevation 14,162' tall, and world famous for its natural beauty. The studio is in owner's home as are the accommodations. The atmosphere is relaxing and conducive to creativity. Instructor Sandra Landes has been in the framing industry since 1979 and holds a CPF. She is past president of the Inland Empire Chapter of PPFA in Southern California and the charting president of the Zia Chapter in New Mexico. She has been teaching for more than 20 years. She was an invited instructor at the University of New Mexico, Los Alamos.

B.L. Haymond Supply

P.O. Box 1165

Ukiah CA 95482

Phone: 707-462-4221

Fax: 707-462-4221

E-mail: blhaymondssupply@pacific.net

Website: www.blhaymondssupply.com

Oil painting restoration workshops are offered.

Subjects taught

Oil painting restoration including examination, recording, cleaning, varnish removal, canvas stretching, lining, mounting, filling, touch-up, and varnishing.

Projects completed

One or two paintings, depending upon restoration needed.

Schedule/Costs

Classes: Hands-on, one-on-one, 2-day (weekdays or weekend) workshops: \$850 special.

Materials: Included.

Class size: One-on-one.

Additional information

Lodging facilities are located within 1 mile of the school. The instructor is a senior conservator with more than 35 years' experience. The school is located in scenic Wine Country in California.

Charles Douglas Gilding Studio

3815 4th Ave. Northeast

Seattle, WA 98119

Phone: 206-795-8376

E-mail: charles.studio@usa.net

Website: www.gildingstudio.com

Basic, intermediate, and advanced level classes are offered; private tutoring available.

Subjects Taught

Crackle gesso

Glass gilding

Gold leaf gilding: panels, canvas, and paper

Introduction to Verre Eglomise

Oil gilding and other mordants

Toning for gilded frames and furniture

Traditional water gilding

Projects Completed

Small examples of gilded objects for participants to take home.

Schedule/Costs

The following classes are offered at Sepp Leaf Products, NY.

Classes: 1-day Gilding for Fine Artists, \$250; 2-day Intro to Glass Gilding, \$450; 1-day Antiquing and Toning, \$250.

The following classes are offered at the Seattle Studio, WA.

Classes: 3-day Traditional Water Gilding, \$650; 1-day Gilding for Fine Artists, \$250; 1-day Intro to Glass Gilding, \$250.

Materials: All materials are provided in the classroom, including gold leaf.

Equipment: Studio gilding tools are provided for use in the classroom.

Gilding Kits are available for purchase before and after each class.

Class Size: Class size is limited to

maximum of 8 students.

Additional Information

Classes offered at the Sepp Leaf Products location:

Sepp Leaf Products

381 Park Ave. South #1301

New York, NY 10016

Phone: 212-683-2840

Complete Framer's Supply, Inc.

3617 Southwest 30th Ave.

Ft. Lauderdale, FL 33312

Phone: 954-581-2444

Toll Free: 800-330-3263

Fax: 954-581-4496

E-mail: sales@completeframers.com

Website: www.completeframers.com

Basic classes are offered.

Subjects taught

Computerized mat cutters

B.A.S.I.C.

Business

Art and design

Sales

Industry

Craft

Schedule/Costs

Classes: 5-day Basic, \$650.

Materials: Fees include materials and tools.

Equipment: Students share some equipment and have individual stations with equipment as well.

Class size: Basic: maximum of 6 students.

Additional Information

The school has been open for over 15 years and the instructors have 30 years' experience in the framing industry. Lodging facilities are within 2 miles of the school.

Jayeness Moulding Co.

2928 4th Ave. 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

Conservation

Mounting and matting I, II, and III

Needleart

Shadowbox framing

Studio 2004

Projects completed

B.A.S.I.C.: Image size 11"x14" or smaller.

Schedules/Costs

Classes: Hourly tutoring is available at \$125 per hour, 3 hours minimum.

Materials: There is no materials fee. Products are available for purchase.

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

Class size: Maximum of 6 students.

Additional Information

The school has been in operation for 13 years. Instructors have an average of 17 years' experience. Lodging is within 3 miles.

PPFA—Professional Picture Framers Association

83 South St.

Suite 303

Freehold, NJ 07728

Phone: 732-536-5160

Fax: 732-536-5761

E-mail: membership@ppfa.com

Website: www.ppfa.com

PPFA is an international organization serving art and framing professionals, and is managed by Monarch Expositions. PPFA hosts workshops and seminars in the United States, Canada, and Australia, as well as an annual PPFA Convention at the West Coast Art & Frame Expo/The National Conference. PPFA also offers certification, framing competitions, a PPFA Connect newsletter, a "PPFA Guidelines to Framing" reference source, networking, and expert advice at the online PPFA Framers Corner forum, and much more.

Prestige Framing Academy

2338 Immokalee Road, Suite 335

Naples, FL 34110

• East Coast facility: Manalapan, NJ

• West Coast facility: Los Angeles, CA

Phone: 617-285-0855

Fax: 866-615-2429

E-mail: info@framingacademy.com

Website: www.framingacademy.com

Basic, intermediate, and advanced framing techniques are taught at two facilities, one in the east and one in the west. Retail classes on pricing, marketing, HR, and operations are offered both online and in person.

Subjects taught

Advanced dry mounting

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Advanced framing: Fantasy Frame Camp
Beginning framing
"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
Woodworking for picture framing
Business
Pricing for profit
Winning sales counter strategies

Projects completed

All framing techniques are hands-on unless otherwise noted. In Basic classes, materials are provided for students to complete three projects, plus many samples and demos.

Schedule/Costs

Classes: Classes are given throughout the year, with a schedule available on the website or by request. Half-day, \$100-\$200; full day begins at \$150. 5-day, \$1,195.

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

Equipment: Students share equipment.

Class size: Maximum of 8 for 5-day classes; 10 for other classes.

Additional Information

This school maintains a fully equipped, state-of-the-art facility. Stuart Altschuler, CPF, GCF, a member of the PPFA national board, has more than 35 years' experience in the framing industry and conducts educational programs for PPFA and industry suppliers.

Reed's Gold Leaf

713 Tuckahoe Dr.

Madison, TN 37115

Phone: 615-294-6113

Fax: 615-865-6572

E-mail: rglstudios@bellsouth.net

Website: www.reedsgoldleaf.com

Basic, intermediate, and advanced classes are offered, and all are one-on-one.

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
Restoration

Projects completed

Varies based on instruction chosen.

Schedule/Costs

Classes: Scheduled on an "as requested" basis. Call or e-mail to schedule dates and curriculum. All classes are one-on-one and usually 1 to 3 days based on the curriculum; \$450 per day.

Materials: Some materials are supplied at no fee. Required materials based on curriculum chosen.

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

Class size: All classes are one-on-one.

Additional Information

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

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 store management.

Art: an understanding of the elements of color and design as well as current trends in 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 industry and its position within the art world.

Craft: the basic skills that will bring success as a craftsperson within the industry.

Private Lessons

Private one-on-one lessons are instructed by Dale Alexander who has 40 years of framing experience. Bring three pieces that you wish to frame. Material costs extra. The curriculum is tailored to students' specific needs.

Schedule/Costs

Classes: B.A.S.I.C. classes: 5-day, \$700. There is no materials fee.

Private Instruction: \$300 per student, per day. Materials extra.

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 students.

Additional Information

The school has been in operation for more than 25 years. The instructors have an average of 20 to 35 years experience. Lodging facilities are located within 1 mile of the school.