

2015 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.

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.

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
 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 taught such as a mat with deep bevels or finished hinging projects

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. Each student has their own mat cutter and hand tools.

Class size: 6-10

Additional information

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

American Picture Framing Academy

"Starting a Framing Business? Start Here."

- Southington, CT • Orlando, FL
- Las Vegas, NV • Washington, D.C.
- Chicago, IL • Dallas, TX • New Orleans, LA • San Francisco, CA • Toronto, ON

Phone: 860-940-9262

Toll Free: 888-840-9605

E-mail: info@pictureframingschool.com

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

2-Day Basic and Advanced Class
4-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
 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
 Yellow Pages advertising

Schedule/Costs

Classes: 4-day, tuition varies. See website.

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 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.

2014 FRAMING SCHOOL DIRECTORY

Art To Be Framed

704 S. Washington Drive

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 & Intermediate

Creative design

French matting

Glass etching

Object Shadowbox frames

Faux finishes on mats, frames, furniture and wall surfaces

Multi-openings

V-grooves

Projects completed

8 to 10 framed projects completed.

Schedule/Costs

Classes: Basic: 5 days, \$1,600 per person; \$2,800 for party of two from the same company. 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 feet tall, 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 PPFPA 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: blhaymondsupply@pacific.net

Website: www.blhaymondsupply.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 (week-days 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.

Complete Framer's Supply, Inc.

3617 Southwest 30th Avenue

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

Business

Art & 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

Additional Information

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

The Frame Tutor School of Picture Framing

13511 65 Street

Edmonton, Alberta, Canada T5A 1A5

Phone: 780-222-9144

Toll Free: 800-268-0897

E-mail: penny@frametutorschool.com

Website: www.frametutorschool.com

A comprehensive three-week certificate course (105 hours) is offered throughout the year.

Subjects taught

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; canvas transfer and framing works of art on canvas.

Week Three: Advanced color and design; decorative mats; creative use of dry mounting and laminating; 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.

Projects completed

A total of 9 framed projects are completed for students' portfolios.

Schedule/Costs

Classes: \$795 Canadian funds+ GST per week.

There is a \$200/week fee for materials. Deposit of \$350 required at registration. Fees are tax deductible as a business expense.

Equipment: provided

Additional information

School has been in operation since 1991.

Instructors: Penny Eluik, CPF; Marion Ferry, B.Ed., CPF.

2014 FRAMING SCHOOL DIRECTORY

Jayeness Moulding Co.

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: Week-long classes have been suspended. Hourly tutoring is still available at \$125 per hour; 3 hour minimum.

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 13 years. Instructors have an average of 17 years experience. Lodging is within 3 miles.

Murillo School of Restoration

13431 114th Street

Edmonton, Alberta, Canada T5E 5E5

Phone: 780-457-0538 or voice mail

(Contact Andrew)

Fax: 780-457-0538

Basic, advanced, and specialty classes are offered.

Subjects taught:

Restoration on:

Acrylics
Antiques of any period
Artifacts
Bones
Carvings
Ceramics
China
Composition
Etchings
Fire and flood damage
Frames
Furniture
Gold leafing
Ivories
Metal
Paintings
Pastels
Plastic
Pencil drawings
Porcelain
Prints and photos

Oils

Reversed glass etchings
Sculptings
Silver leafing
Stone
Terracotta
Watercolors
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. A certificate is given when the course is completed.

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

Equipment: Equipment provided.

Class size: Limit, two persons per same category.

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 Expo

83 South Street

Suite 307

Freehold, NJ 07728-2317

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 seminars on a wide range of topics each year. Basic, intermediate, and advanced framing classes on framing techniques, design, sales, 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

Introduction to water gilding
Advanced water gilding
Frame finishing

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
Filletts
Mat cutting tips and tricks
Multi-Opening mats
The perfect mat

Production Pavilion Series

Production efficiency
Production equipment
Production methods
Production facility

Profit & Management Series

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

Sales and 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

Technology Series

Adobe Photoshop
Digital printing
Photography
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 24 to 27, 2016 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.

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PFM Seminars

83 South Street
Suite 307
Freehold, NJ 07728-2317
Phone: 732-536-5160
Toll Free: 800-969-7176
Fax: 732-536-5761

E-mail: pfmseminars@hobbypub.com

Website: www.pfmseminars.com

These customized events take place at a variety of locations throughout the U.S. such as hotels, distributor open houses, and other industry related trade shows. Seminar offerings are customized to the event and include basic, intermediate, and advanced classes on framing techniques, design, sales, and management. Sessions range from one-hour lectures to 2-day events. The format may be a lecture, demo, or hands-on workshop. If you would like to schedule a PFM Seminar event, please call for more details. Please see The National Conference brochure for examples of topics.

Additional information

PFM Seminar attendee prices range from free to \$195. Conducted at various trade shows. In addition, PFM Seminars on the Road, sponsored by industry leaders, are held throughout the year at various locations in the U.S. and abroad.

PPFA—Professional Picture Framers Association

7981 Jones Branch Dr.

Suite 300

McLean, VA 22102

Phone: 703-665-4416

Toll Free: 800-762-9287

Fax: 703-506-3266

E-mail: ppfa@ppfa.com

Website: www.ppfa.com

PPFA hosts workshops and seminars at local Chapters in the United States, Canada, and Australia, as well as the PPFA Annual Convention and Australia's "The Framing Show." PPFA also offers online webcasts about framing techniques; a newsletter featuring framing tips and topics; a "PPFA Guidelines to Framing" series; a library of "how to" articles; and expert advice from PPFA educators at the online Framers Corner forum.

Prestige Framing Academy

Mailing address:

2338 Immokalee Road

Suite 335

Naples, FL 34110

• East Coast facility:

Manalapan, NJ

• West Coast facility:

Los Angeles, CA

Registration and information

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

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

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 sample and demo.

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 days, \$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 are usually 1-3 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 combined experience. There are lodging facilities convenient to the school.

2014 FRAMING SCHOOL DIRECTORY

Shuptrines Gold Leaf Designs

PO Box 144

Lookout Mnt, TN 37350

Phone: 423-266-4453

Fax: 423-266-4436

E-mail: theworkinnngallery@shuptrines.com

Website: www.shuptrines.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: \$750. 1-day seminars for professionals/designers: \$750.

2-day Gilding and restoration: \$3,000.

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 24 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. Visit the website or call for schedules.

Valley Moulding & Frame School

10708 Vanowen Street

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.

Private Lessons

Private one-on-one lessons \$300 per student, per day. Instructed by Dale Alexander, 40 years framing experience. Bring three pieces that you wish to frame. Material costs extra. The curriculum is tailored to your specific needs.

Schedule/Costs

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

Additional Information

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