



Annual Framing School Directory

Whether you are looking to learn a new technique, train employees, or add to your services, continuing education will make your business better. Find schools and seminars dedicated to the framing professional from beginner to advanced.

The National Conference at the West Coast Art & Frame Expo

The National Conference will be held Jan. 27-30, 2019 at The Paris Las Vegas Hotel & Casino.

Phone: 732-536-5160

Toll Free: 800-969-7176

Fax: 732-252-2270

E-mail: conference@wcafexpo.com

Website: www.wcafexpo.com

The National Conference is the largest educational event in the industry, held every January at the West Coast Art & Frame Expo. Explore a wide range of topics with industry experts, covering basic through advanced techniques, with over 100 sessions, workshops, and special events. Seminar packages range from an all-inclusive VIP Pass to individually priced sessions. Free sponsored and company classes are also available.

Subjects Taught

Fundamentals of Framing

Canvas stretching and framing • Cutting and joining wood moulding • Miter saw maintenance • Digital prints • Frame design • Glazing • Mat decoration • Mounting • Preservation • Shadowboxes • Installation Hardware

Gilding

Introduction to water gilding • Frame finishing • Advanced water gilding

Master Class

Basic frame restoration • Conservation • Creative laminating • Digital prints • Fabric wrapping • French Matting • History of frames • Specialty frames • Photo mounting • Photography presentation • CMCs • Wood frame finishing

Mat Cutting

Advanced mat cutting • Basic mat cutting

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

Commercial Framing

Production efficiency • Production equipment • Production methods • Production facility improvement

Business Management

Building a staff • Business plans • Equipment needs • Gift items • Increasing profits • Management skills • Marketing • Merchandising • Pricing formulas • Small business boosters • Retailing strategies • POS Software

Sales & Design

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 • Working with interior designers

Digital Printing & Imaging

Adobe Photoshop & Lightroom • Digital printing • Photography • Paper Options

Marketing & Social Media

• Social media strategies • Website design • Online marketing • e-Newsletters

Special Events

Panel Discussions • Company held events • Industry Breakfasts

Projects completed

Varies by class. See class descriptions for more information.

Additional information

Home Office Address: 83 South St. Suite 307, Freehold, NJ 07728

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.

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

37092 Row River Rd.

Dorena, OR 97434

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, \$1,800 per person; \$2,800 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

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



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phone: 818.610.0487
fax: 818.610.0488
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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 (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

6627 E Mission

Spokane, WA 99212

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., Unit 303

Freehold, NJ 07728

Phone: 732-536-5160

Fax: 732-252-2270

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 bimonthly newsletter, a "PPFA Guidelines to Framing" series, networking, and expert advice at the online PPFA Framers Corner forum, and much more.

Reed's Gold Leaf

713 Tuckahoe Dr.

Madison, TN 37115

Phone: 615-294-6113

Fax: 615-865-6572

E-mail: info@reedsgoldleaf.com

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.