

DECOR
ART & FRAMING
SCHOOL
BALTIMORE

April 26-29

DECOR
e x p o
s p r i n g

BALTIMORE
CONVENTION CENTER

Grow Your
Art & Framing
Business
with Seminars from the
DECOR Art & Framing School

Tara[®]
FINE FRAMES

The official framing sponsor
of the Art & Framing School

Registration enclosed
or register online at
www.artandframingschool.com

Baltimore Bound

DECOR
e X P O

Spring 08

Frank Miragliotta of Swan Studios and ABC School of Picture Framing in West Islip, NY, had three reasons to attend DECOR Expo Spring in Baltimore in 2007. He made a presentation advising new frameshop owners what equipment to buy in order to get started, attended the DECOR Art & Framing School and purchased oil paintings for his picture-framing students. The valuable, practical advice he received at the show and large variety of art-and-framing exhibitors convinced him to register for this year's show.

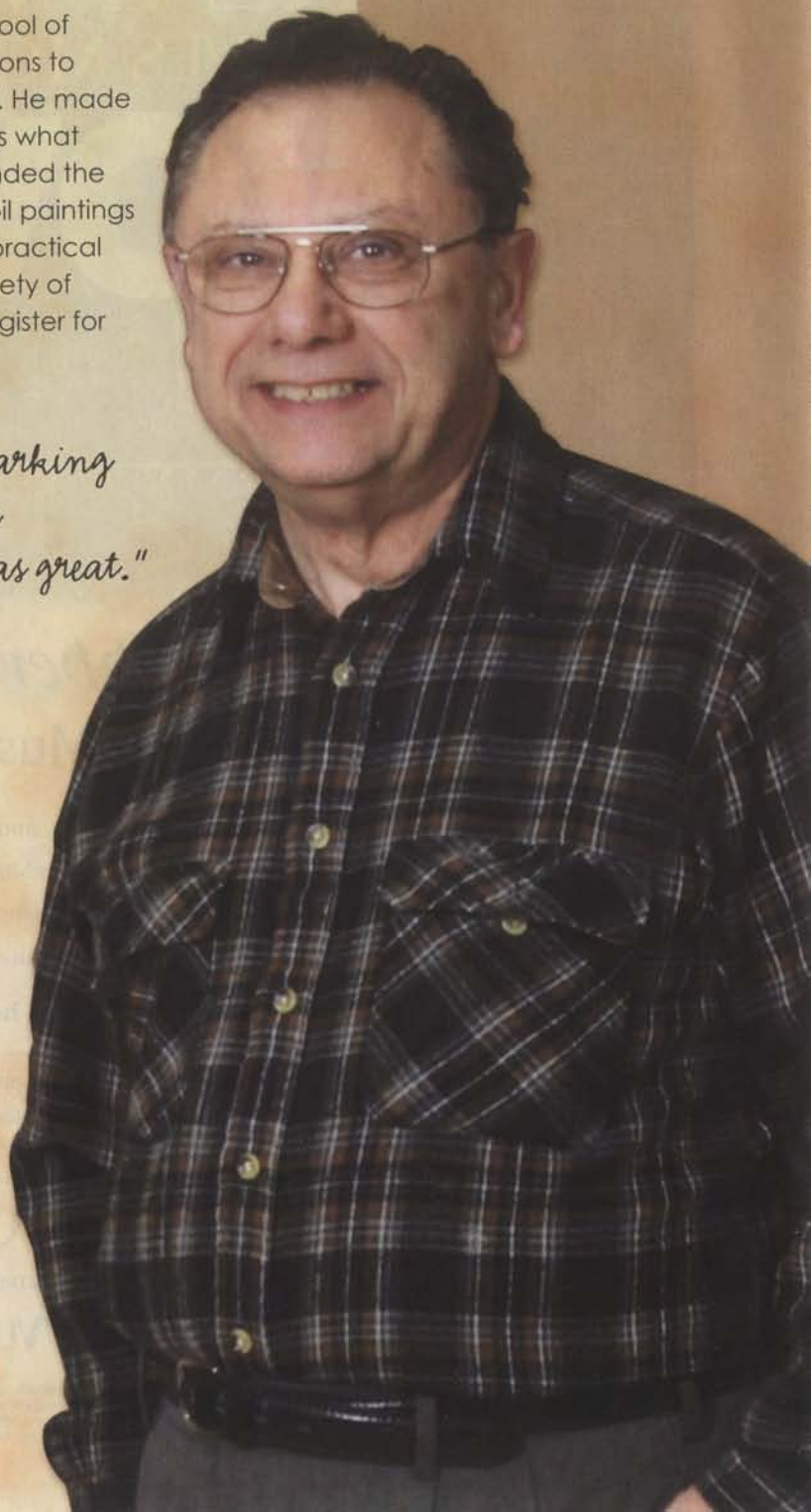
"I was impressed with the turnout, parking and accessibility of everything. The educational part of the show also was great."

Mark Your Calendar!

April 11 – 13, 2008
Baltimore Convention Center

Register Now!

Visit <http://baltimore.decor-expo.com>,
or contact Jill Yacovazzi at 888-608-5300
or jyacovazzi@SBMediaLLC.com.
Registration is FREE.





Patty Mory



Susanne Casgar



Frank Miragliotta



Jay Goltz

SA13

Fabric Wrapping (Workshop)

Tim Franer, CPF, CMG
Saturday, April 28th, 2007
2:30 p.m. – 5:30 p.m.
\$99.00 per person

Create beautiful and highly profitable wrapped fabric mats and liners in this hands-on workshop. Discover the many beautiful techniques available for using fabrics in framing of paintings, prints, needle art and memorabilia. Tim will cover preservation considerations and how to source the materials. Also learn how to design and sell upscale single and multiple wrapped mats, deep-bevel fabric mats, fabric liners and fillets. You will complete an 11" x 14" fabric-wrapped mat and fabric wrap liners in the class.

Sponsored by Nielsen Bainbridge.

Supplies furnished by
Raphael's Inc.

SA14

Measuring Success (Intermediate – Business Management - Lecture)

Bob Carter
Saturday, April 28th, 2007
3:30 p.m. – 5:30 p.m.
\$65.00 per person

This class will teach you how to monitor, evaluate and validate the different lines and segments of your business. We will show you how the "big guys" establish such typical tools as "Balance of Sale" that can tell where growth (or decrease) actually occur so you can better plan for greater profits.

SA15

Introduction to Gold Leaf (Intermediate – Production – Lecture)

Don Berkman, MCPF
Saturday, April 28th, 2007
3:30 p.m. – 5:30 p.m.
\$65.00 per person

This class is an overview of the materials and process of gilding so

that you can learn how to do it, or just be an informed seller of gold leaf.

SU01

E Based Inventory Control (Intermediate – Business Mgmt – Lecture)

Susanne Casgar
Sunday, April 29th, 2007
9:00 a.m. – 11:00 a.m.
\$65.00 per person

How long has the artwork been hanging on the walls of your gallery? If it's longer than six months, it's time for a change. But what do you do with the items that haven't sold? Susanne will use her experience in the art world to give advice on how to turn over your excess inventory effectively and efficiently while reenergizing your gallery and strengthening your bottom line.

SU02

POS to Computerized Mat Cutters Spending Capital Wisely (Beginner – Business Management – Lecture)

Frank Miragliotta
Sunday, April 29th, 2007
9:00 a.m. – 11:00 a.m.
\$65.00 per person

You're opening your first frame shop, and it's time to stock it with equipment you'll need to make money—or is it? Frank will rely on his 35 years experience in the framing industry to help you decide what you need to purchase now, and what you can put off until you have a loyal customer base.

SU03

Creative Marketing (Lecture)

Kerry Wilson, MCPF, GCF
Sunday, April 29th, 2007
9:00 a.m. – 11:00 a.m.
\$65.00 per person

What is the best way to increase business? Marketing. We will look at successful promotions and loyalty programs that other independent businesses are using. Marketing

takes some time and a little money, but by seeing what is working in today's environment, you can conserve your resources.

SU04

Backroom Layout for Production (Intermediate – Production – Lecture)

William Parker, MCPF, GCF
Sunday, April 29th, 2007
9:00 a.m. – 11:00 a.m.
\$65.00 per person

Producing more volume out of the same space might be as simple as organization. This course looks at how to analyze your production needs and create a space to meet those needs. In a perfect backroom, work should flow toward a central assembly point with a minimum of movement. Thinking through the process can significantly increase production. We will learn by working through the process of last year's DECOR Backroom Makeover.

SU05

Real World Solutions for Success

Jay Goltz
Sunday, April 29th, 2007
9:00 am – 11:00 am
FREE! (\$20 no show fee)

Jay Goltz is a successful entrepreneur, author and businessman who is also a "no-nonsense" consultant to the custom picture framing industry. As the founder of the largest, retail custom picture framing facility in the nation, Jay shares his insights on what it will take to succeed in an ever changing environment. Sponsored by Crescent, Jay will present two hours of real world solutions to help grow and succeed in the custom picture framing industry.

Sponsored by Crescent®

Carefully-designed tracks at 3 levels to bring your skills up to speed.

The DECOR Art & Framing School has worked closely with industry experts to develop the following education tracks to strengthen the skills of art & framing retailers at all levels of production, sales and business management.

LEVEL I - BEGINNER

PRODUCTION

Basic Mat Cutting

John Ranes II, CPF, GCF

Introduction to Framing

William Parker, MCPF, GCF

Moulding & Fitting Options

TBD

Designing a Frameshop

Vivian Kistler, MCPF, GCF, CMG

SALES

Understanding Consumers

Greg Perkins, CPF

Color!

Nona Powers, MCPF, GCF

Creating & Selling Design

William Parker, MCPF, GCF

Merchandising

Greg Perkins, CPF

BUSINESS MANAGEMENT

Cash Flow & Inventory

William Parker, MCPF, GCF

QuickBooks for Beginners

Patty Mory

Creating a Basic Marketing Plan

Rob Spademan

POS to CMC: Spending Money Wisely

Frank Miragliotta

LEVEL II - INTERMEDIATE

PRODUCTION

Canvas Stretching & Mounting

Kerry Wilson, MCPF, GCF

Introduction to Gold Leaf

Don Berkman, MCPF

Backroom Layout for Production

William Parker, MCPF, GCF

Mounting Paper Artwork

Vivian Kistler, MCPF, GCF, CMG

SALES

Creating Winning Frame Designs

Tim Franer, CPF, CMG

10 Steps to Design

Nona Powers, MCPF, GCF

Framing Collectibles

Vivian Kistler, MCPF, GCF, CMG

Selling Preservation

Kerry Wilson, MCPF, GCF

BUSINESS MANAGEMENT

Planning for Growth

Bob Carter

Growing Beyond \$250,000

Panel Discussion

Measuring Success

Bob Carter

e-Based Inventory Control

Susanne Casgar

NEW! - LEVEL III - ADVANCED

Coming July 16, 2007!

Advanced track details and course descriptions will be available at www.artandframingschool.com.





Courses to hone your framing skills and take your sales to new heights.



DECOR Expo Fall 2007

September 7 - September 9

Georgia World Congress Center
Atlanta, Georgia

Register at www.decor-expo.com

Basic Mat Cutting, John Ranes II, CPF, GCF

This course is designed for the novice framer who wants to learn timesaving shortcuts and quality assurance techniques needed to produce great mats. Master the use of measuring stops and learn to cut mats rapidly, profitably, and to professional standards.

**Introduction to Framing Practice
William Parker, MCPF, GCF**

This beginner-level class will introduce you to the planning, process, terms and technology needed to begin your career as a frame shop owner.

Moulding & Fitting Options - TBD

A general discussion of moulding types and finishes, cutting and joining options, storage, assembly and final fit-up with considerations of pricing, profit and selling up.

**Designing a Frameshop
Vivian Kistler, MCPF, GCF, CMG**

Whether starting from scratch or redesigning existing layouts, an efficient and image-appropriate design is crucial to the success of your business. Vivian will discuss the showroom, shop windows and workshop. Floor plans as well as the interior design of the showroom, including walls, counters, signage and displays will be covered.

Understanding Consumers - Greg Perkins, CPF

In this seminar you will learn the traits of the different customer and social styles, and discuss strategies you can use to be more successful with your own customers to win them over and build your business.

Color! - Nona Powers, MCPF, GCF

Color is a tool. Learn how to use it to enhance art while gaining confidence in order to sell effective designs. This is a great class for beginners who want to learn design techniques and strategies for selling beautifully-designed framing.

**Creating and Selling Design
William Parker, MCPF, GCF**

This course is designed to introduce the basics of design, color trends, and the critical need to use design to grow your business. The course also covers consumer expectations, buying habits, gender-based selling, and generational differences in consumption.

**Merchandising: Put Your Store to Work!
Greg Perkins, CPF**

Your retail space should be responsible for helping you attract more of the right customers and getting them to spend money once they step inside. Learn how to use a variety of merchandising tactics to help you maximize your business potential.

**Introduction to Gold Leaf
Jon Berkman, MCPF**

This class is an overview of the materials and process of gilding so that you may learn how to do it, or just be an informed seller of gold leaf.

**0 Step Approach to Design
Nona Powers, MCPF, GCF**

This is an overview class that covers what color is and how to use it, as well as learning to use the elements of design. It is a perfect class for beginners and a good brush up class for experienced designers.

**Room Layout for Production
William Parker, MCPF, GCF**

One volume out of the same space might be as simple as organization. This course looks at how to analyze your production needs, and create a space to meet those needs. We will learn by going through the DECOR Backroom Makeover process.

**Canvas Stretching and Mounting
Kerry Wilson, MCPF, GCF**

Canvas is Hot! Giclees, mixed media and traditional oils and acrylics are a lot to handle. Each one has their own set of appropriate techniques and problems. We will review various products, stretching and presentation methods that will make dealing with canvases much easier.

**Framing Collectibles
Vivian Kistler, MCPF, GCF, CMG**

You will learn about the types of moulding, boards, and glazing suitable for framing collectibles plus 14 methods of supporting objects. Several projects include sports memorabilia, balls, bats, jerseys, T-shirts, trading cards, caps, programs, newspapers, and more.

**Cash Flow & Inventory Control
William Parker, MCPF, GCF**

In a simplified way, this course looks at why money coming in sooner is better than money coming in later, and how you can make that happen. The course also looks at how building inventory can eat up your take-home, and make you put more money into the business. If your sales have never been higher, you're working harder, and taking home less, you need this course.

Planning for Growth - Bob Carter

This class will show you how to improve your framing business by looking at it from a retailer's perspective. We will explore business concepts and techniques used by major retailers and what makes them work—things framers don't often do, such as scheduling sales promotions and buying with an eye to promotions. We'll show you how to look at your allocation of financial resources so you can track how you really use money. Find out how an ability to do a line-by-line analysis will help you see where you're making money—or losing it.

Growing Beyond \$250,000 - Panel Discussion

The early challenges are behind you and now you face growing beyond \$250,000.00. In this panel discussion you will hear real problems and how these retailers met them. Just one tip from this panel can save you thousands of dollars. If you want to hit the magic \$250,000 and avoid the pain, you need this class.

**Mounting Paper Art Work
Vivian Kistler, MCPF, GCF, CMG**

Vivian will show you the methods of supporting art in a frame from encapsulation to dry mounting. She will cover tapes, adhesives, corner pockets, edge strips, sink mats and show you how to float art on paper. The materials and methods used will determine whether the method is conservation framing or "practical" framing.

Selling Preservation - Kerry Wilson, MCPF, GCF

Make the commitment to give your customers the best product you can. Sometimes that is easier said than done. After all, how many times do we hear "I need to get this framed for as little as possible?" We will discuss the appropriate words to use to overcome objections and sell more upgraded products.

Quickbooks for Beginners - Patty Mory

Explore QuickBooks basics. Create invoices and sales receipts for cash coming in. Record bills and checks to track cash output. Bring all of the data together with a few reports, built into QuickBooks, showing your financial health.

Creating A Basic Marketing Plan - Rob Spademan

This introductory marketing course explores the basics of marketing, how to make the right marketing choices for your business and creating a plan and sticking to it.

Measuring Success - Bob Carter

This class will teach you how to monitor, evaluate and validate the different lines and segments of your business. We will show you how the "big guys" establish such typical tools as "balance of sale" that can tell where growth (or decrease) actually occur so you can better plan for greater profits.

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Susanne will use her experience in the art world to give advice on how to turn over your excess inventory affectively and efficiently while re-energizing your gallery and strengthening your bottom line.

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FINE FRAMES
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**DECOR
expo**
Fall 07

DECOR
THE ART & FRAMING BUSINESS RESOURCE

DECOR

THE ART FRAMING BUSINESS SOURCE

90 Budget-Friendly
Promotional
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What The Pros Know:
Our Columnists' Top
Marketing Moves

2 Ultra-Creative
Framing Projects

The Greater GOOD

THREE COMPETING
FRAMESHOP OWNERS,
ONE ADVERTISING ALLIANCE
PLUS: THE PMA'S PUSH
FOR CUSTOM FRAMING