

# PPFA 2008 Leadership in Framing



## Engaging topics covered at PPFA 2008:

- ✓ Dynamic duo – digital photo frames and fabric!
- ✓ Extreme framing – designs that rock!
- ✓ Double-sided framing – double your sales!
- ✓ Gel – (it's not just for hair) crank up your canvas sales!
- ✓ OOPS – fearless fixes for framing faux pas!
- ✓ Jump-start your business!
- ✓ Customers! What do they really mean?!

For a complete schedule, visit [www.ppfa.com](http://www.ppfa.com).



**PPFA Annual Convention**  
January 31 - February 2, 2008  
Las Vegas, Nevada, USA



It's no wonder the professional framing community chooses PPFA® as its annual convention. PPFA 2008 offers innovative products at the Face to Face Showcase reception, timely and relevant seminars focused on your business development, hands-on technical courses for sharpening skills, and the opportunity to renew your certification status. At PPFA 2008, we bring you innovative techniques and the business skills you need to develop the niche services for success!



In conjunction with the PMA 08 International Convention and Trade Show.

## PPFA 2008 Keynote Presenters

---

### Jump-Start Your Business!



**Vivian Kistler** • Things a little sluggish? Just plain tired of doing things the same old way? Perhaps just starting out? Join industry veteran Vivian Kistler, MCPF, GCF, at Thursday's PPFA Business Breakfast for ideas to get your business up and running at full speed! Bring on the customers! Create interest in your business and generate sales. Get practical ideas to develop your customer base and bring back your old customers!

*Sponsored by Meadowbrook Insurance Group*



### Customers!! What Do They Really Mean? FAQs at the Front Counter!



**Jared Davis** • Ever "choked" on these questions and statements – "I just want something cheap;" "I just want a quote on getting this framed;" "Wow, that's expensive;" "You are way more expensive than the other guy;" and "Can't I just pay for this when I pick it up?" Australian framer and consultant Jared Davis, CPF, GCF, will help you decipher the psychology of retail consumers! In Friday's PPFA Business Breakfast, find answers and responses to the most frequently asked questions you deal with at the front counter!

*Sponsored by Gunnar International*



### Protective Framing: 10 Strategies to Increase Sales!



**James Miller** • In Friday's PPFA Power Lunch, James Miller, MCPF, GCF, will share 10 strategies on how to increase sales of protective framing to consumers! Framing related specialties, visualization systems, advertising, displays, POP (point of purchase) visual aids – and more! Find out what to use and how to use it to bring in consumers!

*Sponsored by NOVA Information Systems*



## PPFA 2008 International Panel

---

### Survive and Thrive: Winning Strategies From Around the World!



George Alvarez



Bob Carter



Suane Derr



Barb Pelton



Quentin Hunt Webster

From Winnipeg to Washington to Waggabundi, custom picture framers face many challenges! An international panel of successful frame shop owners will look at the results of PPFA surveys; analyze changes in the framing industry; and discuss how best to adapt, survive and succeed! U.S. framers **Suane Derr**, Frame-n-Art, and **Barbara Pelton**, Artfully Framed, will be joined by Australian framer **Quentin Hunt Webster**, CPF, Framing Matters, and Canadian framer **George Alvarez**, CPF, framestudio. **Bob Carter**, Frame Up, will serve as moderator.

*Sponsored by PostcardBuilder*



# PPFA 2008 Schedule Overview

- 1 Use check boxes to make your session selections.
- 2 Complete payment information on the reverse side.
- 3 Mail or fax to PPFA. **It's that simple!**

## Wednesday, January 30

- 8:00 a.m. - 11:30 a.m. **MCPF1** MCPF Exam
- 8:30 a.m. - 4:30 p.m. **CPF1** CPF Preparation Class
- 8:30 a.m. - 4:30 p.m. **CPF2** Recertification Course
- 12:30 p.m. - 4:00 p.m. **MCPF2** MCPF Exam
- 12:30 p.m. - 4:30 p.m. **CPF3** CPF Exam
- 12:30 p.m. - 4:30 p.m. **CPF4** CPF Exam Retake
- 5:00 p.m. - 8:30 p.m. **MCPF3** MCPF Exam

## Thursday, January 31

8:00 a.m. - 9:30 a.m.

- FG1** PPFA Business Breakfast and Welcome – Jump-Start Your Business!  
Keynote speaker: **Vivian Kistler, MCPF, GCF**  
\$20 members/\$25 non-members/no charge with PPFA SuperSaver; registration is required.

8:00 a.m. - 11:30 a.m.

- MCPF4** MCPF Exam

9:30 a.m. - 11:30 a.m.

- F11** Mounting With Fine Mesh Fabrics\* – **Jim Miller, MCPF, GCF**
- F12** Canvas Transfer Alternatives With Gels – **Rob Markoff, CPF**
- F13** Frame Designs That Sell! – **Tim Franer, CPF**
- F14** Calligraphy in Framing – **Chris Paschke, CPF, GCF**

11:30 a.m. - 1:00 p.m.

- FL1** PPFA Power Lunch and All-Member Meeting  
\$25 members/\$30 non-members/no charge with PPFA SuperSaver; registration is required

1:00 p.m. - 4:30 p.m.

- MCPF5** MCPF Exam

1:10 p.m. - 4:05 p.m.

- F21** PMA 08 Guided Trade Show Tour – **Rob Markoff, CPF**  
\$10 members/\$15 non-members/no charge with PPFA SuperSaver; registration is required
- F22** Practical Preservation Practices\* – **Nona Powers, MCPF, GCF**
- F23** Fabric Wrapping – **Baer Charlton, CPF**
- F24** Mat Cutting Tips and Techniques – **Tim Franer, CPF**  
(runs to 5:10 p.m.)
- F25** Understanding Competition Judging – **Chris Paschke, CPF, GCF**  
(runs to 5:10 p.m.)

4:20 p.m. - 6:20 p.m.

- F31** Identifying and Framing Fine Art Prints – **Vivian Kistler, MCPF, GCF**
- F32** Clear Film Mounting with Mylar®/Melinex®\* – **Jim Miller, MCPF, GCF**

6:30 p.m. - 8:30 p.m.

- FTF** PPFA Face to Face Showcase  
\$25 members/\$30 non-members/no charge with PPFA SuperSaver; registration is required

Events take place at the Las Vegas Convention Center, South Hall, east entrance, unless otherwise noted.

Minibus shuttles will run between west and east entrances outside trade show hours.

\*MCPF Continuing Education credit

## Friday, February 1

8:00 a.m. - 9:30 a.m.

- FG2** PPFA Business Breakfast – Customers!! What Do They Really Mean? FAQs at the Front Counter!  
Keynote speaker: **Jared Davis, CPF, GCF**  
\$20 members/\$25 non-members/no charge with PPFA SuperSaver; registration is required

9:30 a.m. - 11:30 a.m.

- F41** Hinging Light and Delicate Objects\* – **Hugh Phibbs**
- F42** Double-Sided Framing – **Vivian Kistler, MCPF, GCF**
- F43** OOPS! Fearless Fixes for Framing Faux Pas – **Ellen Collins, MCPF**
- F44** Guided Trade Show Tour – **Rob Markoff, CPF**  
\$10 members/\$15 non-members/no charge with PPFA SuperSaver; registration is required

11:30 a.m. - 1:00 p.m.

- FL2** PPFA Power Lunch – Protective Framing: 10 Strategies to Increase Sales!  
Keynote speaker: **Jim Miller, MCPF, GCF**  
\$25 members/\$30 non-members/no charge with PPFA SuperSaver; registration is required

1:10 p.m. - 4:05 p.m.

- F51** Preservation Object Mounting in Shadow Boxes\*  
**Nona Powers, MCPF, GCF; Paul Storch**
- F52** Wonderful Wax Finishes – **Rob Markoff, CPF**
- F53** Advanced Fabric: Beyond Basic Wraps! – **Baer Charlton, CPF**
- F54** Extreme Framing: Band Saw Madness and Frame Finishing!  
**Jim Reinhart, CPF** (runs to 6:10 p.m.)

4:20 p.m. - 6:20 p.m.

- F61** Framing Leather and Other Organic Materials\* – **Paul Storch**
- F62** Cutting Glass for Ovals, Odd Shapes, Fan Cases – **Baer Charlton, CPF**
- F63** Overview of 2007-2008 Competition Pieces – **Chris Paschke, CPF, GCF**

6:30 p.m. - 7:30 p.m.

- FCF** PPFA International Framing Competition Reception  
\$10 members/\$15 non-members/no charge with PPFA SuperSaver; registration is required

## Saturday, February 2

8:00 a.m. - 9:30 a.m.

- F71** PPFA Business Breakfast – Roundtable Discussions  
\$20 members/\$25 non-members/no charge with PPFA SuperSaver; registration is required

9:30 a.m. - 11:30 a.m.

- F81** Hinging Heavy and Oversized Objects\* – **Hugh Phibbs**
- F82** First Do No Harm: Reversible Mounting Techniques  
**Ellen Collins, MCPF**
- F83** Evolution of Canvas Art – **Chris Paschke, CPF**
- F84** Strip Lining and Stretching Canvas – **Rob Markoff, CPF**

11:30 a.m. - 1:00 p.m.

- FL3** PPFA Power Lunch and Panel – Survive and Thrive: Winning Strategies From Around the World!  
Moderated by **Bob Carter** with **George Alvarez, CPF; Suanne Derr; Barb Pelton, MCPF; and Quentin Webster, CPF**  
\$25 members/\$30 non-members/no charge with PPFA SuperSaver; registration is required

# PPFA 2008 Leadership in Framing

For only \$199 members/\$299 non-members, the PPFA SuperSaver Package offers admission to your choice of:

- PPFA Sessions
- Business Breakfasts
- Power Luncheons
- Guided Trade Show Tours
- Face to Face Showcase
- International Framing Competition Reception
- PMA 08 Trade Show

Purchased a la carte: \$45 members/\$70 non-members, except where indicated

## Pre-registration required for all events!

**YES!** Sign me up for my PPFA 2008 SuperSaver Package!

Name \_\_\_\_\_

Company/Frame Shop \_\_\_\_\_

Tel \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

PPFA member ID \_\_\_\_\_ Payment: Check # \_\_\_\_\_  VISA  MasterCard  AMEX

Card # \_\_\_\_\_ Exp. date \_\_\_\_/\_\_\_\_/\_\_\_\_

### PPFA Education

#### Challenges and Inspires!

Learn from leading industry experts in hands-on framing workshops and business seminars!

### PPFA Certification

#### The Professional Advantage!

Certified Picture Framer® and Master Certified Picture Framer® exams, as well as a Recertification course and a CPF® Exam Preparation class, are all offered.



### PPFA International Framing Competition

#### Cream of the Crop!

The grand finale of yearlong chapter-level competitions!

Mail to:  
PPFA, c/o PMA  
3000 Picture Place  
Jackson, MI 49201

Or fax to:  
517-788-8371

For more information,  
call Sheila Pursglove at  
800-762-9287, ext. 185 or  
e-mail [spursglove@pmai.org](mailto:spursglove@pmai.org).



We all face tough challenges in today's market – and PPFA gives you the support, networking, business and hands-on framing skills to help you succeed! Please make plans to join us Jan. 31 - Feb. 2 in Las Vegas!

Fran Gray, MCPF  
PPFA President

Hands-On Classes Fill Quickly!  
Don't Delay – Register Early!

[www.ppfa.com](http://www.ppfa.com)

### PPFA 2008

January 31 - February 2, 2008

Las Vegas Convention Center, South Hall  
Las Vegas, Nevada

In conjunction with the PMA 08 International Convention and Trade Show.