

for MEMBERS Only

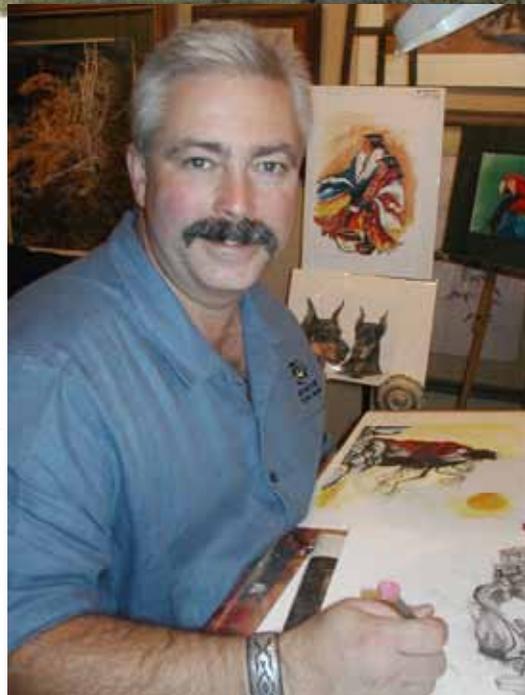
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Wild Eye offers an eclectic mix

Rustic gallery in historic Colorado town handles strange and challenging projects

Art has always been a passion for **Dennis Dunn** – and he always dreamed of owning his own gallery.

The dream came true in 2004 when Dunn opened **The Wild Eye Gallery** on Main Street in the heart of historic downtown Evergreen, Colo. The small mountain community, in the foothills half an hour west of Denver, is celebrating its 150th year anniversary this year. Dunn is an Evergreen native, although he now calls Denver home.

As an artist, Dunn did his own framing. When friends and others viewed his work, they began asking him to do their framing.

Dennis Dunn opened The Wild Eye Gallery in 2004, located on Main Street in the heart of historic downtown Evergreen, a small mountain community in the foothills half an hour west of Denver. An accomplished artist, Dunn had always done his own framing and dreamed of opening his own gallery and frame shop.



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For Members Only

A publication of PPFA for the benefit of association members

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“I feel I have a good perspective on framing because of my artistic background. I have a good feel for color and design,” he says.

“I’ve taken several formal classes on framing, and I think it’s important to keep up on current trends and designs; but I frame things by the feeling I get when I see the artwork, and I try to enhance that feeling

– that’s why we’re called The Wild Eye.”

His gallery offers an eclectic mix with something for everyone and every budget, including an array of original and limited edition wildlife, landscape, and Western-style paintings, various types of photography, sculptures, glass work, and pottery.

“I’m committed in my work at the gallery



Dunn made this replica of a Native American choker when he was 17 and gave it to a friend, whose sister found it recently and asked Dunn to frame it as a birthday gift for her brother.



This Monopoly game belonged to a client's father as a child. The family wanted to display it in a game room in their home.



The Wild Eye Gallery has been an ever-evolving endeavor, with changes to the design center, retail counter, and frame sample display area. Right, Dunn's wife Joan works part-time at the Gallery.



and in helping area artists get their work exposed for everyone to enjoy," Dunn says.

"I like to offer original one-of-a-kind or limited edition art, but I also carry production work like the 'Trail of Painted Ponies' figurine line and some open edition prints."

The gallery frame shop offers wide ranges of moldings and mat styles, colors, and textures. The upstairs production area is open for customers to see how and what is being framed, the way the art is handled, and the materials used. The gallery also offers off-site design and installation for artwork, customized to home or office décor.

"I do all the framing and design work myself, and enjoy working with customers to select the perfect design and frame for their artwork, memorabilia, and custom

mirrors, no matter the size or shape," Dunn says.

The gallery has been an ever-evolving endeavor. "We've changed our design center, retail counter, and frame sample display area since we first began. I built rotating panels to display more moulding samples in a smaller space, and we also incorporated the front of the retail counter and the design center in the moulding sample displays."

Dunn, whose favorite types of framing are memorabilia and sentimental pieces, attends PPEFA chapter events and workshops, and enjoys reading instructional materials and articles to learn new framing ideas.

"I like to create unique ways to display and show off the client's memories and treasures," he says.

One of the more unusual pieces includes a Monopoly game that belonged to a

customer's father in childhood. Dunn framed the board game as if it were in play. He also framed a jersey a client's father wore while racing for **Harley Davidson** in the '50s.

"One of my clients will bring in a bunch of items she has chosen for an award for a cooking contest and tells me to make something out of it," he says. "I have artists contract me to build different shapes and sizes of stretched canvas to paint."

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Dunn drew this portrait to memorialize a client's dog, "Gloria," and added the dog tags she always wore.



"Happy Hour," a print of one of Dunn's drawings, has been a very good sale item at the gallery. Dunn uses different matting designs with it. This example is from the 2009 Christmas season.

Dunn always considers the value of the pieces he frames – sentimental or monetary – and uses the least invasive and damaging processes.

“In the case of the antique Monopoly game, I did extensive research to determine its value and presented it to the customers so they could determine the best way to display the piece. They decided it was more valuable to them to have it so they could see it and show it to friends and family.”

Dunn frames items so they will remain in their original condition, should the client decide to take them out of the frame.

“I find my clients are becoming more and more aware of the proper materials used in framing. I really enjoy working on these pieces and then seeing the clients’ reactions,” he says.

“I’m gaining a reputation for being able to handle strange and challenging projects.”

Mountain marketing

The Wild Eye Gallery and seven other members of the **Evergreen Gallery Association** host a Gallery Walk on the last Friday of every month that coincides with a featured artist for the month.

“This helps bring in clients to see the art work and the other things we have to offer,” Dunn says.

Dunn sends out personalized thank-you cards to customers after

they pick up their framing, and recently sent out cards containing a \$20 gallery gift card to some of his best customers.

At the start of 2010, he took many of the prints that had languished in inventory and put them in a bin designated, “Free with Framing.”

“This was to help move the prints, and also to create more framing business,” he says.

He sends a monthly email blast to all his clients and to those who signed the gallery guest book, informing them of specials, promotions, and new art openings. He buys ads in several local publications, and plans to buy advertising in higher-end art publications. He also supports several local

charities by donating artwork and framing to help their events.

Dunn works on the **Evergreen Downtown Business Association** board, and does a lot of its graphic design work to help promote businesses and create awareness of unique shops and galleries.

“All the artists we represent help promote us when they are in shows outside the gallery,” he says.

“I’m very involved in the local community, and work with various art organizations in town to try and promote Evergreen as an artistic destination. We’re very rich in local talented visual artists, as well as music, performance, and cultural arts.” ♦



This jersey was worn by a client's father, who raced Harley Davidson in the 1950s. Dunn drew the bar and shield design in path trace, and then transferred it to the Wizard CMC to make the cuts.



A former Army officer collected these two-sided military coins while working at the Pentagon. The mat is a mirror image and the coins are sandwiched between the matting, to be viewed from either side. Dunn drew the shield design around the coins in path trace and cut it on the Wizard.



For a client who wanted all three prints above a fireplace mantel, Dunn made a single outside frame with dividers -- three separate frames in one.

PPFA honors outstanding members with annual service awards

PPFA members honored these recipients with the annual PPFA Service Awards during the Feb. 21 All-Member Luncheon and Meeting at **PPFA 2010**.

PPFA president **Gene Ausili**, CPF, presented the following:

PPFA Lifetime Achievement Award: Pat Bradley, CPF; and Bill Bradley, CPF

The Bradleys, who began **Bradley's Art and Frame** in Houston in 1970 and built their own store in 1989, were founding members of the PPFA Texas Gulf Coast Chapter in 1972.



Bill and Pat Bradley, who began Bradley's Art and Frame in Houston, Texas, in 1970, are the winners of the PPFA Lifetime Achievement Award.

They became involved with the Association at the national level, especially with the PPFA Guild, a forerunner of the Certified Picture Framer designation. Both were involved with the design of the CPF program and were among the first members to earn the CPF designation. They helped develop the Recertification Course, lent expertise as educators and innovators, and were contributors to the 1987 *PPFA Guidelines for Framing Works of Art on Paper*; *PPFA Guidelines for Framing Works of Art on Canvas*, and the *PPFA Dictionary of Art and Picture Framing Terms*.

The Bradleys, who remain very active in their local chapter, have often been winners in PPFA framing competitions at the chapter and national levels, and have served as Competition Judges.

They are experts in sales, marketing, and management and have written numerous articles for industry publications. In 2008, they were a front-page feature in *For Members Only*.

"To this day, Pat and Bill remain active in their chapter and are recognized as the 'Gold Standard' for framers in Texas and beyond," says **John Pruitt**, CPF, chair of the PPFA Awards and Recognition Committee. "In 2010, they will celebrate 40 years in a business that remains as strong and as successful as their support of PPFA."

Paul Frederick Distinction for Leadership Award: Travis Nelson

Nelson's Moulding and Frame in Traverse City, Mich., has been a supportive member of PPFA for 25 years and is very active in the Great Lakes Chapter. Current president **Travis Nelson**, son of founders **Herb** and **Marty Nelson**, uses many efforts to spur the growth of his customers and the framing industry.

Under his leadership, the company initiated a cooperative advertising program in which Nelson's matches dollars spent by

retailers to promote their businesses. Success has doubled the participants from 3 to 6.

He also started a program asking a group of framers to pick 3 promotional ideas and use one idea a month, with Nelson's helping to offset costs. Retailers record their results and share with Nelson's and the other participants.

Separately, advertising certificates from \$200 to \$500 are awarded to individual framers. Each year, one framer is awarded travel expenses to a trade show. Also, Nelson's allows PPFA to use their facilities for chapter functions. For years, Nelson's has paid for PPFA trial memberships for nonmembers attending Nelson's company seminars.

"Travis and Nelson's Moulding and Frame, by means of their many efforts to spur the growth of their customers and our industry, are great examples of leadership," Pruitt says.



Travis Nelson of Nelson's Moulding and Frame, Traverse City, Mich.

PPFA Service Award: Dick Lewis, CPF

Dick Lewis started a woodworking business in his basement in 1975, and began making barn wood frames. He added art work and printing of art to his product lines in 1978.

By 1980, he opened the **Gallery and Frame Shop** in Fond Du Lac, Wis. At the urging of **Larson-Juhl** representative **Bob Batista**, Dick joined PPFA in 1978; started calling other framers; and almost single-handedly started the Wisconsin Chapter in 1982. He served as Chapter president from 1982 to 1985 and, for many subsequent years, served as vice president, treasurer, and newsletter editor, helping many framers. During his leadership, the Wisconsin Chapter grew to more than 140 members.

In the mid-1980s, Lewis became a member of the PPFA Finance and Budget Committee, Education Committee, and Certification Committee. He campaigned for top-notch education and the development of the CPF exam. He earned his CPF in 1986, the first year it was offered.

He became a member of the PPFA board of directors, serving on the Executive Committee, elected vice president for retailers in 1989, and elected PPFA president in 1990.

"To all who know Dick, he was considered a cheerleader and was known for his interpersonal skills while he built the Wisconsin Chapter and led the charge for education and certification at the national level," Pruitt says.



Dick Lewis of the Gallery and Frame Shop, Fond Du Lac, Wis.

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**Vivian Kistler Recognition for Innovation Award:
Founding Members of the PPFA Competition Board
– Chris Paschke, CPF, GCF; Don Berkman, MCPF;
and Brian Wolf, CPF, GCF**

Although competitions were part of PPFA since the 1970s, they lacked the structure necessary to realize the full potential as an educational component of PPFA educational and certification programs.

In 2003, the PPFA board of directors created the Competition Board, selecting **Chris Paschke** as its first chairperson.

With her recommendation, the board of directors appointed **Don Berkman** and **Brian Wolf** to fill the other two Competition Board positions.

With tremendous effort, this board completed five major tasks: They re-established PRINT and OPEN Competitions as part of the annual convention; established a defined process of judging, which produced uniform standards of judging; created a pool of trained judges through an educational program; designed competitions to be an adjunct to PPFA education and certification programs; and designed competitions, in part, to aid in the recruitment of members and development of chapters.

“Under the leadership of Chris Paschke, the Competition Board, as a group and as individuals, has gone above and beyond the typical commitment of volunteers,” Pruitt says. “PPFA owes Chris, Don, and Brian a large debt of gratitude for their efforts and innovative programs.”

Chapter Volunteer of the Year Award: Dan Merrell, CPF

Dan Merrell, owner of **Merrell’s House of Art**, Austin, Texas, was one of the founders of the Central Texas Chapter in 1991, served on its board for many years, and has been president and treasurer for multiple terms.

An Accredited Judge, he has critiqued several chapter and national framing competitions, and has



Chris Paschke



Don Berkman



Brian Wolf



Dan Merrell of Merrell’s House of Art, Austin, Texas.

conducted classes for the chapter.

For several years, he has contributed considerable time in planning the annual **3 Stars Over Texas** regional trade show and its successor, **Lone Star Over Texas**.

An enthusiastic member of PPFA for more than 20 years, Merrell earned the CPF designation as soon as it was offered.

**In Memoriam:
Verlys Crockett**

After opening **Verlys Crockett’s Frame Shop and Gallery** in 1971 in Denver, Colo., **Verlys Crockett** helped found the original Colorado Chapter of PPFA in 1982. Largely due to her efforts, that chapter grew to be a sizable and busy entity. She served in leadership positions for several years and assisted in the startup of other PPFA chapters in the Midwest and West. In 2005, she aided in the development of the new and expanded Mountains and Plains Chapter of the PPFA.

By 1982, she had opened **Colorado Moulding Co.**, a wholesale distributor. With many employees and trucks, the company serves framers in Colorado, Montana, Nebraska, New Mexico, South Dakota, Utah, and Wyoming.

Crockett was one of the founders of the **Wholesale Distributors Association** (WDA).

Each year, Colorado Moulding sponsors a weekend trade show at its facility. Hundreds attend seminars and workshops conducted for the benefit of retailers and suppliers. On many other occasions through many years, Crockett opened the doors of her business for PPFA seminars and other PPFA events. She was a strong life-long advocate of PPFA.

“For all Verlys’ decades of support, we want to express our appreciation to her memory and to the Colorado Moulding Co.,” Pruitt says. ♦



Verlys Crockett, founder of the Colorado Moulding Co., was a life-long supporter of PPFA.

**Mark Your Calendars!
PPFA 2011
February 1-3, 2011
Las Vegas, Nev.**

Get the most from your PPFA membership

As I reflect back on 2009, I look at the year as one of great changes and challenges, from both business and personal perspectives.

I found there were many factors beyond my control, affecting my business and decisions I had to make to keep my business profitable. Whether I liked it or not, I had to assure myself, for every dollar I spent, I needed to get the best return for my investment.

This economic assessment included looking at membership dues to associations, such as our local growth association, our local business council, and **PPFA**.

Membership in our local associations made sense because of the networking opportunities that generate business leads and contacts. These are obvious benefits of continuing membership. Membership in PPFA wasn't quite as obvious, but made very good sense for several other reasons.

As I evaluated the return of investment in PPFA, it became clear it was the only logical source for accessing resources specific to our industry and my business. Our industry is rapidly changing, and PPFA is an excellent source of business briefs and marketing research to help me make wise decisions regarding the direction I should take to operate.

There are many business and promotional resources available through PPFA that are quickly and easily tailored to my business needs, saving me time and money. PPFA

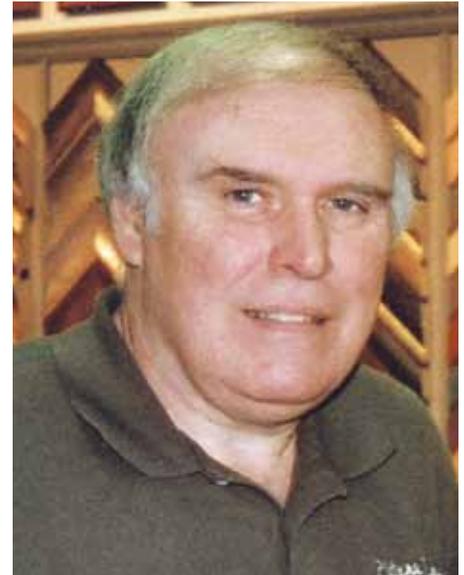
has established key relationships with several third-party service providers for insurance and credit card processing that offer highly competitive rates.

PPFA has long been a primary source for framing know-how, offering continuing education classes, a Helpline, and a Framer's Library of technical articles. Now, through the online PPFA Framer's Forum – currently with more than 200 participants exchanging advice and ideas – the ability to get information or help when I need it is easier than ever.

Certification programs have been designed and developed to improve knowledge and skills; and although I can't participate directly in framing competitions to demonstrate those skills, I have been judging competitions for the past several years. I learn a new trick or twist every time I judge.

By far the most significant benefit of PPFA is belonging to a Chapter. Chapters offer more frequent opportunities for continuing education than once or twice a year at the major trade shows, and at less cost. Chapter activities provide the setting to network with my peers – people who are walking the same mile as I am, who understand our industry, our problems, and our issues.

Developing a network of contacts through Chapter activities has been invaluable. I now have a list of people to call if I need a



Ken Link, CPF, owns and operates Picture This and More, in Alton, Ill., with his wife Glenda. A member of PPFA since 1995, he has twice served as president of the St. Louis Chapter. He has served on the PPFA Advisory Committee and Chapter Relations Committee, and has chaired the Awards and Recognition Committee. He served as treasurer on the PPFA board of directors and was elected president last month at the PPFA 2010 All-Member Meeting in Anaheim. Ken can be reached at link_k@charter.net.

second opinion or a "sounding board" when I just need to vent.

All the above PPFA benefits were available just by renewing my membership, except the most significant benefit; for that I had to make an effort to get involved and attend Chapter events. Only by doing so was I able to gain the full benefit for my investment and, in this tough economic time, it was significant.

I certainly hope each of you is getting the most for your investment. Participate! ♦

Ken Link, CPF
PPFA president

Industry news

PPFA framer helps create library mural

The new library in Kingsley, Mich., features a mural of storybook characters in its children's section, created by Traverse City artists **Glenn Wolff** and **Emily Bert**, owner of **Emily L. Bert Fine Custom Framing** in Traverse City and a member of **PPFA**.

The mural, in acrylic paint, depicts a northern Michigan woods scene with birches, fall foliage and trilliums, a gingerbread house and waterfall. The mural covers a curved wall and panels around a window and window seat.

The pair, who previously collaborated on a school mural in Virginia and who share space in Traverse City, wanted to do something classical with broad appeal, Bert says. Libraries have been an integral part of her life; her mother **Jill**, a well-known children's storyteller, recently retired from the **Traverse Area District Library**. ♦

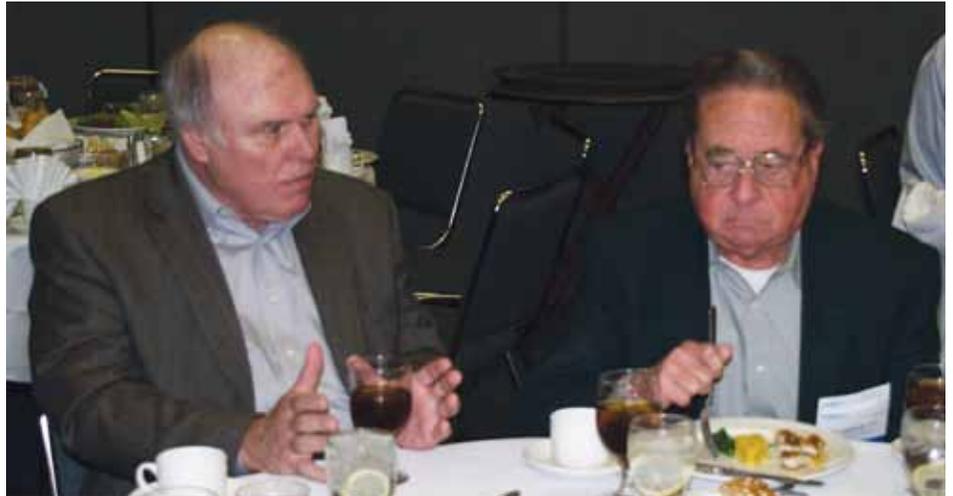
*Do you have news to share with fellow PPFA members? Send an email **Sheila Pursglove** at spursglove@pmai.org.*

First photos from the Chapter Leaders Conference

The Chapter Leaders gathered for their conference February 19 and 20 in Anaheim, S. Calif.



Robin Gentry, MCPF, chair of the Chapter Leaders Conference, talks to the group.



New PPFA president Ken Link, CPF, chats with Roy Hermann, CPF, a member of the PPFA Advisory Committee and the Greater Los Angeles Chapter.



Bruce Aldrich, PMA Senior Operations Officer, gave a brief talk at the Saturday CLC dinner.



Susan Young, MCPF, president of the Sunshine State Chapter, and Mary Byrd, Sunshine State Chapter director, enjoy the meal.



New PPFA president Ken Link addresses the Chapter Leaders.



Glenda Link, wife of new PPFA president Ken Link, CPF, and co-owner of Picture This and More, Alton, Ill., enjoys a laugh with former PPFA president Mark Klostermeyer, MCPF, Design Frames, Falls Church, Va., who is the new PMA president-elect.



Ron Mason, CPF, the new vice president of PPFA and owner of Ron Mason's Gallery One in Iowa City, Iowa, and his wife Pat, chat with Pat Kotnour, Attach-EZ Inc., Hastings, Minn., president of the North Central Chapter.



Jerry Cornelius, CPF, Canyon Creek Art Frame, Richardson, Texas; chats with Miranda Smith, Gallery 360, Subiaco, Western Australia; Joyce Michels, MCPF, Michels Frames & Things, Saint Robert, MO; and new PPFA President Ken Link, Picture This and More, Alton, Ill.



George Alvarez, MCPF, the new PPFA treasurer and owner of The Integrated framestudio Inc., Edmonton, Alberta, Canada, sits with Pam Hampton, CPF, Hang-It-Up Picture Framing, Parker, Colo., and Dan Sutton, CPF, The Artist's Eye, Woodland Hills, Calif.

Vivian Kistler honored with PMA Distinguished Service Award

The **PMA 2010** Annual Distinguished Service Awards set a new landmark, when **Vivian Kistler**, MCPPE, GCF – who died of cancer in January – became the first framer to be honored.

Patty Smith, owner of **Art Expressions Gallery** in San Diego, Calif., accepted the award on behalf of her friend. The awards were presented Feb. 21, during the first PMA Official Business Session at the Anaheim Convention Center.

Kistler, who owned **Columba Publishing Co.**, Akron, Ohio, was one of five people honored with the PMA Distinguished Service Award.

Voted on by the PMA executive board, the awards are presented each year at the PMA International Convention to individuals who have built lifelong careers in the imaging field and have contributed to the advancement of the industry.

“This was a tremendous honor for Vivian, and very well-deserved,” says **Mark Klostermeyer**, MCPPE, president-elect of the PMA executive board, who had called Kistler with the news at Christmas. “Vivian

helped bring PPFA and PMA together and gave strong support to the 2001 affiliation.

“She had close ties to photography, and her 7-volume Library of Professional Picture Framing – part of our recommended PPFA certification study library – includes a volume on Framing Photography. Vivian shared her expertise with framers, photographers, photo specialty retailers, and scrapbook retailers.”

Kistler was no stranger to awards. In March 2009, she was honored with the PPFA Lifetime Achievement award and previously was honored with the PPFA Award of Recognition for Innovation – an award that now bears her name.

Kistler, who had a degree in art and a certificate in finance, owned and operated a large retail gallery and frame shop for more than 20 years. She also owned a craft store and a commercial framing company that supplied framing and art to hotels, coliseums, and hospitals.

She was the author of numerous books and videos, and her monthly articles appear in many industry magazines. A competition



Vivian Kistler, MCPPE, GCF – who died of cancer in January – became the first framer to be honored with a PMA Distinguished Service Award. Her friend, Patty Smith, owner of Art Expressions Gallery in San Diego, Calif., accepted the award on her behalf at PMA 2010.

judge, educator, and keynote speaker for PPFA at annual conventions and chapter events, she traveled the world training framers, and was slated to teach three sessions at PPFA 2010. ♦

New Products

Impex expands CLEAT+ line of hangers

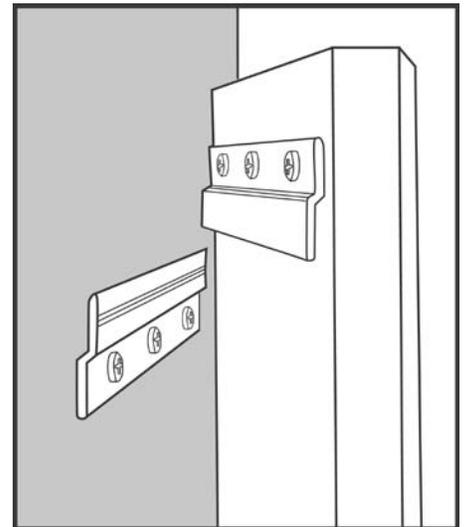
Impex Industrial Hardware Mfg. Co., Miami, Fla., manufacturer of picture framing hardware for more than 5 decades, introduces the expansion of the CLEAT+ line of hangers to include cut lengths from 12 inches to 36 inches, as well as its 58-inch length.

Able to hold 250 pounds with only 1 SKU, holes every 2 inches for maximum control, and round holes instead of oval to eliminate slippage, CLEAT+ quickly and economically hangs heavy frames and mirrors.

Samples and a full catalog are available upon request by emailing info@iihmc.com, or by calling 800-933-0163. ♦



The CLEAT+ line has round holes instead of oval, spaced every 2 inches for maximum control.



The CLEAT+ line will hold heavy frames and mirrors.

For more news from PPFA 2010, watch for the April issue of *For Members Only*.



New PPFA officers Julius Shultz, Stuart Altschuler, Shirley Damon, Gene Ausili, George Alvarez, Robin Gentry, Ron Mason, Ken Link, and Cliff Wilson. Not pictured are Jeannette King and Rob Clark

New PPFA officers take the helm.

PPFA members elected their 2010-2011 board of directors at the Feb. 21 All-Member Meeting during the **PPFA 2010** Conference in Anaheim.

Ken Link, CPF, Picture This and More, Alton, Ill., is the new PPFA president. He succeeds **Gene Ausili**, CPF, The Picture Show, Valencia, Calif., who becomes immediate past president.

Ron Mason, CPF, Ron Mason's Gallery One, Iowa City, Iowa, is the new vice president; **George Alvarez**, MCPF, framestudio, Edmonton, Alberta, Canada, is treasurer; and **Julius Shultz**, former CEO of DAX Manufacturing Inc., Orangeburg, N.Y., is past president.

Rob Clark, Wizard International, Mukilteo, Wash.; **Robin Gentry**, MCPF, B&J Gallery, Bowling Green, Ky.; and **Cliff Wilson**, CPF, Framed In Tatnuck, Worcester, Mass., are new directors, joining directors **Stuart Altschuler**, CPF, GCF, Prestige Framing Academy LLC, Woburn, Mass.; **Shirley Damon**, CPF, Damon Galleries Ltd., Vienna, Va.; and **Jeannette King**, SpecialtySoft, Wilmington, N.C.

Ted Fox, PMA, Jackson, Mich., holds the nonelected office of executive director/secretary.

Outgoing board members **Molly Webb**, CPF, Webb Gallery II, Humble Texas; **Quentin Webster**, MCPF, Framing Matters, Manuka, Australian Capital Territory, Australia; **Doug Highfield**, CPF, Art Enhancement Inc., Irving, Texas; and **Fran Gray**, MCPF, Roney's Creative Picture Framing, Florence, S.C. were honored in the All-Member meeting for their services. ♦



Doug Highfield (left), with John Pruitt and Gene Ausili, is the outgoing past president.



Ormond Williams, with John and Gene, accepted the award for Quentin Webster, MCPF, the outgoing executive board director.



Fran Gray, with Gene Ausili, is the outgoing immediate past president.



Molly Webb, the outgoing vice president, was unable to attend the meeting; but she arrived later to enjoy the conference.

Three PPFA members earn Master Certified Picture Framer designation

Three members of the **Professional Picture Framers Association (PPFA)** earned the designation of Master Certified Picture Framer (MCPF) during the **PPFA 2010 Conference**, Feb. 21-23, in Anaheim, Calif. The 4-hour exam took place Feb. 21 at **On The Wall Gallery & Frames** in Santa Ana, Calif., owned by **Bob Oberlin, CPF**.

The three who earned the MCPF designation, the highest in the association, are: **Dennis Duarte, MCPE, Framed in The Village**, Oklahoma City, Okla.; **Susan Masters, MCPE, Archive Framing & Decor**, Maitland, Fla.; and **Cliff Wilson, MCPF, Framed In Tatnuck**, Worcester, Mass. They join 60 other framers worldwide who have earned this designation.

The three candidates each presented four framed works: art on paper, art on canvas, textile, and an object. These pieces – each accompanied by a written description, including an explanation of the artwork, handling issues, framing methods, and materials used – were disassembled, inspected, and scored by the examiners, using the established criteria set forth by the Certification Board.

Each candidate then had 90 minutes to complete a randomly selected framing project, and to complete a condition report; cut and join a frame; size and cut a double mat; size and cut a back mat and filler; attach artwork; size and cut glass; fit and finish; and complete a framing description form, including methods and techniques used, and the reasons for using them.

Jim Miller, MCPE, GCF, organized the exam and served as an examiner, along with **Ellen Collins, MCPF**; **David Lantrip, MCPF**; and **Ormond Williams, MCPF**. **Don Berkman, MCPE**, served as proctor; and **Linda Wassell, MCPF**, was a trainee examiner. ♦



Susan Masters, MCPF



Cliff Wilson, MCPF



Dennis Duarte, MCPF



Susan Masters, Cliff Wilson, and Dennis Duarte earned the designation of Master Certified Picture Framer (MCPF) during the PPFA 2010 Conference in Anaheim, Calif. The 4-hour exam took place Feb. 21, at On The Wall Gallery & Frames, owned by Bob Oberlin, CPF.

A fond farewell

As I wish a fond farewell to the Competition Board, I would like to congratulate and thank all the past, present, and future competitors who have kept the PPFA International Framing Competition alive and strong. Without you, there would have been no competition to manage. I remember a year when there were only 10 PRINT finalists and no OPEN entries at all; so you can see we have come a long way since then.

Accomplishments in 2009-2010

In 2008, **Fred Horton**, MCPF, GCF, **Galerie Severn**, Metairie, La., filled the void when **Brian Wolf**, CPF, GCF, of **Wizard International Inc.**, Everett, Wash., ended his term; in 2009 **Linda Pujo**, MCPF, **Picture Perfect**, Menasha, Wis., filled the place on the board vacated by **Don Berkman**, MCPF, **Framemakers**, Austin, Texas.

Although the Competition Board has always handled lots of organizational details, it tackled a great many additional things this year with the new team.

Besides working on and getting the *Guideline* revisions for 2010-2011 approved, the board also reorganized the on-site active scoring process by using computers; recorded a history of all past PRINT pieces; created a database with updated Approved and Accredited Judge listings, along with recording years classes were taken; organized and implemented PRINT selection and balloting; established a clear legal document for all PRINT submissions; wrote and emailed *CB Chat*, the monthly Competition Board newsletter to all judges and chapter leaders; and, most important, reconnected with chapter leaders to strengthen relations between the board and the chapters.

The Competition Board also has taken an active hand in budgeting and assessing expenses, along with possible solutions to trim those expenses, and was active in searching for 2010 Judges Award sponsorships.

A very busy year was had by all, and the next fiscal year will be every bit as busy for the new team.

I am also very pleased to announce **Linda Wassell**, MCPF, **Fine Art Services**, Spring, Texas, has joined the Board this year. Fred will be the incoming chair of the Competition Board for this year, having been appointed by PPFA President **Gene Ausili**.

Off the Ledge

Just 6.5 years ago, **William Parker**, MCPF – then president of PPFA – and **PMA** Senior Operations Officer **Bruce Aldrich** requested I head the newly formed PPFA Competition Board and general handling of the PPFA competition.

It has been a term of ups and downs – having quit four times, only to have William and Don talk me down off the ledge.

I am proud to have served as the Competition Board chair all these years, but now I am passing the reins to Fred. I am very confident Fred, Linda, and Linda will continue to improve the entire competition experience.

Thanks to all the people who have served with me on the board, with special thanks to the original team – Brian Wolf and Don Berkman. Without their support, the competition would not have been taken as far. It may take a village to raise a child, but it takes board members with the right dynamics to further an idea. Brian kept us on even keel by constantly reminding us



Chris Paschke, CPF, GCF, Designs Ink, Tehachapi, Calif., ended her term as chair of the Competition Board at the PPFA 2010 conference in Anaheim. She served from July 2003 to February 2010.

to let the judges “just do their jobs”; and Don, with his sweet Texan charm, handled situations he felt I was just too high strung to tackle.

Working on the Competition Board involves many hours and long discussions, debates, and confrontations about the right solutions to potential problems. It is a job that does not win friends and often flies in the face of observers who may not see the whole picture.

Much to our surprise, the original Competition Board was awarded the PPFA **Vivian Kistler** Award of Recognition for Innovation at PPFA 2010 – a recognition and honor we will not soon forget.

This has truly been my labor of love ... but I finally get to be a judge again! ♦

Wanted: Speakers for PPFA 2011!

If you would like to throw your hat in the ring for consideration as a speaker at the **PPFA 2011** Convention, Feb. 1-3 in Las Vegas -- or if you would like to recommend someone as a speaker -- please send title/description of sessions to **Sheila Pursglove**, spursglove@pmi.org, staff liaison to the PPFA Education Committee. ♦

PPFA announces winners of International Framing Competition

The **Professional Picture Framers Association** (PPFA) held its International Framing Competition during **PPFA 2010**, Feb. 21-23 in Anaheim, Calif.

Entries were displayed in a framing gallery on the PMA 2010 trade show floor at the **Anaheim Convention Center**. Judges Awards were donated by **Bienfang Framing Products, Frank's Fabrics, SoftTouch Solutions Inc.**, and **Vermont Hardwoods**.

The team from **Rehfeld's Art & Framing**, Sioux Falls, S.D., took First Place in the PRINT category, in which participants showcased their artistic and technical skills by framing "Heart Rod Guitar" by artist **Rod Morris**, an antique **Holbein** watercolor applied to gesso on watercolor paper, pastel, and felt tip pen. The team – which also took the Popular Choice PRINT award – includes **Desi Mowry**, CPF; **Larry Rehfeld**, CPF; **Crista Saeger**; **Tim Baltzer**; **Sande Brosonski**; **Pat Hager**; and **Audra Markwed**.

Joseph Boutell, CPF, **The Source on Lake**, Pasadena, Calif., won Second Place. **Sarah Beckett**, CPF, **SB Framing Gallery**, Milwaukee, Wis., took Third Place and also won the High Point First Time Entry Judges Award.

Sandy Beeler, CPF, **The Frame Shoppe & Gallery**, Lafayette, Ind., took First Honorable Mention. **Chris Frazee**, **Art Supply House**, Durango, Colo., took Second Honorable Mention and won a Judges Honors Certificate for Excellence for Craftsmanship and Wood Finishing. **John Nazworth**, **Pinehurst Gallery**, Orange, Texas, took Third Honorable Mention.

Mariska Kavich, CPF, of **Mikki's Frame Shop**, Crossville, Tenn., got a Judges Award for use of Green or Reclaimed Products. **John Barlowe**, **The Frame Shop Art Gallery & Gifts**, Holland, Ohio, won a Judges Award, sponsored by SoftTouch Solutions, for Innovative Moulding and Frame Creation.

The team from **The Great Frame Up**, Indianapolis, Ind. – **Scott Westphal**; **Bruce Westphal**, CPF; **Phil Westphal**; **John Russell**, CPF; and **Belinda Short** – took a Judges Award, sponsored by Bienfang Products, for Pushing the Limits of Frame Design.

Myrna Dow of **High Desert Gallery**,

Bend, Ore., won a Judges Award, sponsored by Frank's Fabrics, for Best Use of Fabrics.

Deborah J. Hill, MCPF, of **Greenhouse Gallery**, San Antonio, Texas, won a Judges Honors Certificate for Excellence and Craftsmanship for Innovation – New Techniques of Mounting and Mat Design.

Judges in the PRINT Competition were **Don Berkman**, MCPF; **Karla Elder**, CPF, GCF; **Linda Wassell**, MCPF; and **Jini Lumsden**, MCPF served as secretary.

The OPEN Competition allows participants to frame anything, indulging their creativity without restriction.

Dean Cardenas, **Art Incorporated**, San Antonio, Texas, took First Place. **Kristen Ling**, CPF, **A Framer's Touch**, Forest Grove, Ore., took Second Place; and **Trevor Yates**, **Just Frame It**, Gladstone, Queensland, Australia, took Third Place as well as Popular Choice OPEN.

Joyce Michels, MCPF, **Michels Frames & Things**, Saint Robert, Mo., took First

Honorable Mention in OPEN.

A team from **The Color Wheel Inc.**, McLean, Va., took High Point First Time Entry. The team was comprised of **Jacinta Porto**, **Cyndi Geyer**, **Katy Lewis**, **Megan Miller**, **Steve Jacobs**, **Hernan Picco**, and **Victor Suarez**.

Mariska Kavich, **Mikki's Frame Shop**, got a Judges Award for Innovative Design & Hand Painted Finish. **Nancy Norcross-White** from **New Creation Picture Framing**, Pasadena, Calif., got a Judges Award, sponsored by Vermont Hardwoods, for Best Use of Mouldings. **Barb Pelton**, MCPF, **Artfully Framed** in Poplar Bluff, Mo., won a Judges Honors Certificate of Craftsmanship & Excellence for Unity and Design Excellence – Two-Sided Presentation.

Judges in the OPEN Competition were **Linda Ellis-Watson**, CPF; **Stuart Altschuler**, CPF, GCF; **Adela Davis**, MCPF; and **Mike Bettmann**, CPF, served as secretary. ♦

2010-2011 PRINT piece!

The **2010-2011 International Framing Competition** PRINT piece, by artist **Linda Sutton**, from **The Artist's Eye**, Woodland Hills, Calif., is a digital photograph reproduction using **Epson** Ultrachrome inks on Epson Premium Luster "E" Surface paper. Chapter Leaders will have this for purchase, and Mailbox Chapter members can buy them from **PPFA**. For more information, visit www.ppfa.com, call **Heather Kelso** at 800-762-9287, Ext. 181, or email hkelso@pmi.org. ♦

