

**TOMOULDING**  
1880 Oakcrest Ave  
St. Paul, Mn 55113

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**B. A. S. I. C.**

5-Day Instructional  
Program for Custom  
Picture Framing



## 2014 Classes

January 20th – 24th  
March 17th – 21st  
June 16th– 20th  
August 11th –15th

1880 Oakcrest Avenue  
St. Paul, MN 55113

# B. A. S. I. C.

5-Day/5-module Instructional Program for Custom Picture Framers

The rewards of a custom framing business can be yours!

Our program is called **B. A. S. I. C.**, as it will provide you the foundation for a custom framing operation as you begin the journey as a custom framer. Whether you are new to the industry, in need of a brush-up, or you seek to just fill in some gaps, the **B. A. S. I. C.** Instructional program will be a benefit to you.

We've designed five different modules to address the many numerous and different aspects of custom framing.

## Basics

Here you'll learn the basic custom framing "language". We'll talk mat boards, glass, terms, measuring, basic keys to getting started, equipment needs, special helps – the list can go on and on. Technical skills are essential to any successful custom framer. We will learn the basics of how to manually cut mats, singles, doubles, triples, multiple openings, and v-grooves.

## Art & Design

Everyone's favorite—and one of the most critical components to successful custom framing and customer satisfaction. We'll talk about different type of art forms, the basics of color, textures, and design. Also, you'll learn how various mounting techniques dictate design elements. We'll discuss relationship and current trends of mats and moulding. Learn how to present a design that sells.

## Sales

Enthusiasm and good presentation skills are another key in a successful business. (Yes, selling is part of custom framing!) We'll talk more on designing and how frames, metal and wood mouldings work to enhance the artwork. Learn how to use product knowledge and overcome objections (especially on pricing) to sell your best framing designs.

## Industry

As part of this creative, and yet diverse industry, you'll learn the role your distributor plays in serving you – and therefore your customers. We'll talk pricing, trade organizations, marketing, and more so you'll get a feel of what is needed to be competitive in today's business climate.

## Craft

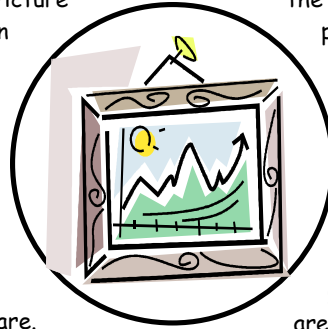
The craft of being a custom framer means something different to everyone. It's time to "put it all together." Your art piece, and certificate, will be assembled today! We will also discuss mounting, shadow box's, up selling different glazing products, equipment, tools of the trade, touch up, repair techniques, and lots of addition tips and tricks on this day while you are completing your artwork.

Be prepared. It's diverse -  
and challenging 5 days of  
non-stop hands on learning!

## Instructors

**Susan** ... TC Mouldings Minneapolis/St. Paul Sales Representative was an active Picture Framer for over 8 years. In addition to her framer training experience, she specializes in design, marketing, resources...and sales! With lots of hands-on experience (as well as stories) the classes are never dull!

**Linda & Mike**... have years of mounting, stretching, and Computer Mat Cutting (CMC) experience to share. With their overall knowledge and technical skills, you'll gain a true appreciation of the various mounting options available for today's framers.



**James**... our resident frame joining expert. Getting the "feel" of the frame selections with all their profile shapes is needed in order to produce that "perfect corner." James will go through a number of variables that you will see in your frame shop as a "woods craftsman!"

And... as time and availability arises, there are others we hope to bring in as guest trainers. With our suppliers, there are those willing to assist you with the best information in their own specialties. As their schedules allow, you never know who may appear.

## Testimonials

Here's what former participants have said about **B. A. S. I. C.**

*"Hands on experience was fantastic." ...*  
*"This entire program has certainly been worth the time. The information has been useful and can be easily implemented in real life day-to-day situations." ...*  
*"Fabulous learning experience." ...*  
*"I can expect that my success over the next few years will be based on the idea that we do the basics the best and this class was the start, the groundwork."*

## Registration Form Date:

2014 B. A. S. I. C. Classes Price per student \$695.00

Indicate the number of participants attending each session:

- January 20th-24th \_\_\_\_\_ X \$695.00  
 March 17th -21st \_\_\_\_\_ X \$695.00  
 June 16th—20th \_\_\_\_\_ X \$695.00  
 August 11th -15th \_\_\_\_\_ X \$695.00

Total number attending: \_\_\_\_\_  
 Total Amount Due: \_\_\_\_\_

Name (s) \_\_\_\_\_  
 email \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone(s) \_\_\_\_\_

### Method of Payment

- Check #  
 Discover  
 Visa  
 MasterCard  
 American Express

Credit Card # \_\_\_\_\_ Exp. date \_\_\_\_\_

Signature \_\_\_\_\_

### Contact Susan Kaulbars for any additional questions

d: 1-800-735-3025 ext. 104 or 651-604-5804  
 f: 1-800-735-0860 or 651-636-8153  
 email: susan@tcmoulding.com

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### Schedule

Our **B. A. S. I. C.** 5-Day Instructional Program for Custom Picture Framing will be offered on these dates in 2014.

January 20th – 24th  
 March 17th – 21st  
 June 16th – 20th  
 August 11th – 15th

### General Information

**Tuition:**  
 \$695.00 per person. This includes all the tools and materials. (You bring your own artwork!)

**Seminar Hours:**  
 The training is from 9 AM to 4:30 PM Monday through Thursday, and 9 AM to 2 PM on Friday. In order to cover all the information each day, classes begin sharply at 9:00 AM. A 30-minute lunch is on your own. Brown bag it, call for pizza, or hit the local Wendy's, Taco Bell, or any other restaurant near our location.

### Class Sizes:

Class size is limited to five (5) participants. To ensure optimal interactions and discussions, a minimum of three (3) participants must be registered to conduct a class.

### What to bring:

A piece of artwork (needed on day one!) to work on and frame during the week. This can be a photo, poster, Limited Edition Print, giclee, canvas, needlework, or any other type of artwork. (Please, no shadowbox items.) Any project up to a 11x14 is acceptable. You bring it—you'll learn how to frame it.

### Lodging:

Numerous lodging properties, at any price level, are in the immediate surrounding area.

### What to wear:

Comfortable clothing and closed toe shoes are best. You will be standing during periods of this instruction so be prepared. We also suggest layering your apparel as the room temperature varies.

### Beverages in the classroom:

"Spills" are the bane on all custom framers! Only closeable containers are allowed in the classroom.

### Certificate

You've earned it! In recognition of the time and effort you have given to completing the projects assigned in B.A.S.I.C., we will award our Certificate of Merit, which you will frame too.

### Confirmation:

If you have not received a confirmation, please contact Susan Kaulbars at TC Moulding at least 3 days before the seminar to ensure enrollment. 1-800-735-3025 ext. 104, or 651-604-5804.

### Cancellations and Refunds:

Your tuition is fully refundable if you cancel three (3) or more business days before your seminar. If you cancel later, a \$200 cancellation fee will be applied, and the balance of \$645.00 will be refunded to you. If you do not cancel, and you do not attend, you will be charged the full fee.

### Follow-Up Training:

Participants in the B.A.S.I.C., Instructional Program for Custom Framers can count on TC Moulding for continual support.

Just call or email us with questions!