

NATIONAL CONFERENCE REGISTRATION FORM



Show Hotel

Mirage Resort & Casino
3400 Las Vegas Blvd. South
Las Vegas, NV 89109-1287

Call 702-791-7111 and use the code WCA12 to receive the WCAF Show discount, or visit www.wcafshow.com.

For More Information Contact:

The West Coast Art & Frame Show
call: 732-536-5160
email: wcaf@hobbypub.com
web: www.wcafshow.com

The National Conference
call: 800-969-7176
email: theconference@hobbypub.com
web: pfmseminars.com/nationalconference

Step 1 Class Selections

Please indicate your class selections. Each attendee must use a SEPARATE registration form. Please make copies if you need additional forms. Register for only one class per time period. Classes are priced individually or as part of a package. The VIP Pass option includes most classes*—any combination of workshops, classes, and lectures—for one price. (*Excludes all PPFA Events and Education). The VIP Pass cannot be combined with other offers or discounts unless otherwise stated. Since classes are limited in size, you must reserve space in your desired classes even when purchasing a VIP pass or when classes are free.

Step 2 Payment Information

We accept the following payment methods: check, Visa, or MasterCard. Please note that all free classes have a \$20 no-show fee. Registration for free classes will not be accepted without either credit card or a check covering the \$20 no-show fee. (You will only be charged \$20 if you reserve a seat and do not attend)

Step 3 Submit Form

You can submit your form by:

ONLINE: www.pfmseminars.com/nationalconference

FAX: 401-765-6677

MAIL: WCAF Registration, Expo Trac, P.O. Box 1280, Woonsocket, RI 02895.

No phone registrations will be accepted. You will be notified if any classes you want are sold out. You'll receive your class schedule and tickets beginning January 5, 2012.

REMINDERS:

- Seats are limited. Register early.
- Did you remember to check off all of your classes?
- Did you fill out the registration form completely?
- Did you include your payment information?
- Have you made hotel and travel arrangements?
- For faster service, fax entire form to 401-765-6677
- Don't forget to allow time to attend the West Coast Art & Frame trade show.

Payment Information

AMOUNT ENCLOSED \$ _____

Check enclosed (make checks payable to Hobby Pubco)

Please charge my: Visa Mastercard Card # _____ Exp. Date _____

Business Type (Check only one)

10. Retailer Independent
12. Retailer/Wholesaler
20. Retailer Chain
25. Retailer Franchise
30. Wholesaler/Contract Framing
40. Wholesaler/Distributor
45. Wholesaler/Manufacturer
50. Manufacturer
60. Manufacturers Rep.
80. Designer
90. Other
120. Photographer
240. Art Publisher
280. Artist

Products Sold (Check all that apply)

- F. Antiques and Collectibles
D. Art Materials
B. Artwork/Originals
E. Crafts & Needleart
A. Custom Picture Framing
W. Equipment
P. Gifts
H. Gilding
M. Limited Edition prints
R. Limited Edition Sculpture
Y. Mat Board
U. Mirrors/Ready-mades
V. Moulding
C. Photography
G. Posters
T. Photo Frames
X. Supplies
S. Wall Art
I. Other

OF EMPLOYEES (Check One)

- A. 1
B. 2-4
C. 5-10
D. 11-50
E. 51-100
D. 101 and up

OF LOCATIONS (Check One)

- A. 1
B. 2-4
C. 5 and up

Please Print Information Below:

Name													Owner Pres.	Buyer	Sales	Guest
Company																
Address																
City							State			Zip						
Phone							Fax									
E-mail																

MAIL: WCAF Registration, Expo Trac, P.O. Box 1280, Woonsocket, RI 02895.

FAX: 401-765-6677 • www.pfmseminars.com/nationalconference

WCAF & NATIONAL CONFERENCE REGISTRATION FORM

Please fill out class registration form below. Check one class code per session and enter fee.

Code	Title	Time	FEE Before 12/20	FEE After 12/20	Amount
<input type="checkbox"/>	WCAF Trade Show Badge		FREE	On-site \$10	
SUNDAY, JANUARY 29, AM SESSION			PLEASE SELECT ONLY ONE CLASS PER SESSION		
S585	Color and Design Trends	9 - 11:30 AM	\$40	\$45	
F115	The Perfect Corner: Cutting & Joining Wood Moulding	9 AM - 12 PM	\$60	\$65	
F180L	Mastering Mounting: An Introduction to Mounting Techniques (Lecture)	9 AM - 12 PM	\$60	\$65	
F116L	The Complete Guide to Shadowboxes & Framing Objects (Lecture)	9 AM - 12 PM	\$20	\$25	
M2004	A New World of Mat Design (Workshop)	9 AM - 12PM	\$60	\$65	
T921	Producing Giclees: Capture to Finish	9 AM - 12PM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
MC701	Mat Cutting: Back to Basics	9 AM - 4 PM	\$90	\$95	
H601	Picture Framing Magazine's Complete Guide to Traditional Frames	9 AM - 4:30 PM	\$130	\$145	
P398	Lighting Solutions for Frame Shops and Galleries	10 AM - 12 PM	\$60	\$65	
SUNDAY, JANUARY 29 PM SESSION			PLEASE SELECT ONLY ONE CLASS PER SESSION		
F107L	Framing Works of Art on Canvas (Lecture)	1 - 3 PM	\$60	\$65	
T912A	Business Software Training: Session A: SpecialtySoft Software	1 - 3 PM	\$40	\$45	
E810E	Production Efficiency: The X Factor- Building a State-of-the-Art Production System	1 - 4 PM	\$115	\$125	
F116W	The Complete Guide to Shadowboxes & Framing Objects (Workshop)	1 - 4 PM	\$90	\$95	
T905	Introduction to Wide Format Printing	1 - 4:30 PM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
S5001	Designing for Office Spaces and More	3 - 4:45 PM	\$30	\$35	
F107W	Framing Works of Art on Canvas (Workshop)	3:30 - 5:30 PM	\$40	\$45	
M2001	Wizard University: Inside Innovative Mat Designs	3:30 - 5:30 PM	\$40	\$45	
F180W	Mastering Mounting: An Introduction to Mounting Techniques (Workshop)	3:30 - 6 PM	\$40	\$45	
E818C	ITW AMP Production Miter Saw: Speed, Accuracy, and Safety	4:30 - 5:30 PM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
SUNDAY, JANUARY 29, EVENING SESSION			PLEASE SELECT ONLY ONE CLASS PER SESSION		
MC707A	Fillets Made Easy: A Hands-On Workshop	5 - 7 PM	\$60	\$65	
P387	Get More Bang for Your Buck - Marketing on a Shoestring	5 - 7 PM	\$40	\$45	
M2002	Frame Identification From a Historical Perspective	5 - 7 PM	\$40	\$45	
MONDAY, JANUARY 30, AM SESSION			PLEASE SELECT ONLY ONE CLASS PER SESSION		
E809	Production Pavilion: A Guided Tour	9 - 10:30 AM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
H618	Contemporary Gilding	9 - 11 AM	\$70	\$75	
P395	The New Face of Marketing: E-Marketing	9 - 11 AM	\$30	\$35	
S592	Upscale Designs	9 - 11 AM	\$60	\$65	
F151	Wizard™ University: Artistic Mat Cutting for Profit	9 - 11 AM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
F176A	ITW AMP/Valiani: The Perfect Backroom Solution	9 - 11 AM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
M201L	Mastering Mounting: Creative Mounting and Laminating (Lecture)	9 - 11:30 AM	\$60	\$65	
P311	The Goltz Standard: Pricing Strategies	9 - 11:30 AM	\$70	\$75	
T903	Build a Better Website	9 - 11:30 AM	\$60	\$65	
M2003	Put the Custom Back in Custom Framing	9 - 11:30 AM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
F156	The Fundamentals of Glazing	10 AM - 12 PM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
MONDAY, JANUARY 30, PM SESSION I			PLEASE SELECT ONLY ONE CLASS PER SESSION		
SE1003	Lunch & Learn: Understanding Your Business Insurance Needs	12:30 - 2:30 PM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
M201W	Mastering Mounting: Creative Mounting and Laminating (Workshop)	12:30 - 3 PM	\$40	\$45	
E826	Production Canvas Stretching and Finishing	1 - 2 PM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
M298	The Twenty Greatest Frames of All Time	1 - 2:30 PM	\$40	\$45	
F121	Needle Art Framing From A to Z	1 - 3 PM	\$60	\$65	
P389	Wizard University: Managing Your Retail Business for Success	1 - 3 PM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
T904	Make Your Life Easier With LifeSaver POS Software	1 - 3 PM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
T919	Photography as a Business Tool	1 - 3:30 PM	\$60	\$65	
MC711	Advanced Mat Cutting Techniques	1 - 4 PM	\$70	\$75	
MONDAY, JANUARY 30, PM SESSION II			PLEASE SELECT ONLY ONE CLASS PER SESSION		
E818B	Cassese: New and Innovative Production Joiners and Cutting Machines	3 - 4 PM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
S599A	Period Design	3 - 6 PM	\$40	\$45	
F179	Preservation Framing for Photographs: A Preservation Scientist's Perspective	3:30 - 5:30 PM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
S588	Design Elements: Understanding Color and Design	3:30 - 5:30 PM	\$40	\$45	
T918	An Introduction to Facebook	4 - 5:30 PM	\$25	\$30	
S596	The Lucrative Art of Selling without Speaking	4 - 6 PM	\$40	\$45	
MONDAY, JANUARY 30, EVENING SESSION			PLEASE SELECT ONLY ONE CLASS PER SESSION		
SE1006	Black is Cool! White is Hot!	6 - 7:30 PM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	

Code	Title	Time	FEE Before 12/20	FEE After 12/20	Amount
TUESDAY, JANUARY 31, AM SESSION			PLEASE SELECT ONLY ONE CLASS PER SESSION		
P3018	Critical Considerations for Buying a CMC	9 - 11 AM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
P3020	Things Your Accountant Won't Tell You About the Framing Business	9 - 11 AM	\$70	\$75	
F176B	ITW AMP/Valiani: The Perfect Backroom Solution	9 - 11 AM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
P383	Selling Art and Framing to the Corporate Market	9 - 11 AM	\$70	\$75	
S514	Guidelines for Great Frame Designs: Taking It to the Next Level	9 - 11 AM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
H608	The Fine Art of Toning Gilded Frames	9 - 11:30 AM	\$90	\$95	
F172	The Basics of Art Identification	9 AM - 12 PM	\$60	\$65	
M297	Working With Acrylic	9 AM - 12 PM	\$100	\$125	
E818D	Wizard University: Production Management	10 - 11 AM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
P393	Ten Key Legal Issues Facing Publishers, Artists, and Framers Today	10 - 11:30 AM	\$60	\$65	
F183	The Myth of Acid Free	10 AM - 12 PM	\$20	\$25	
TUESDAY, JANUARY 31, PM SESSION I			PLEASE SELECT ONLY ONE CLASS PER SESSION		
T912B	Business Software Training: Session B: LifeSaver Software - Intermediate Users	12:30 - 2:30 PM	\$40	\$45	
S504	Power Selling: How to Increase Your Average Ticket Price by 20 Percent	12:30 - 2:30 PM	\$60	\$65	
P3019	Make Your Store Work Harder So You Don't Have to	12:30 - 2:30 PM	\$60	\$65	
E818F	Care and Maintenance of Mechanical & Vacuum Presses	1 - 2 PM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
M2005	The ABC's of Art History	1 - 2:30 PM	\$40	\$45	
S598	Framing For a Cause: A Profitable Program	1 - 2:30 PM	\$40	\$45	
F184	Digital Print Identification	1 - 3 PM	\$60	\$65	
P3014	Thinking Outside of the Frame	1 - 3 PM	\$60	\$65	
M260	Creating Custom Finishes on Wood	1 - 4 PM	\$115	\$125	
MC705	Tips and Tricks for Creative Mat Cutting	1 - 4 PM	\$70	\$75	
M299	Mastering Mounting: Float Frames for Hardboard, Canvas, and Encaustic	2 - 4 PM	\$60	\$65	
TUESDAY, JANUARY 31, PM SESSION II			PLEASE SELECT ONLY ONE CLASS PER SESSION		
E818G	Production Pavilion: New Production Machines from Innes	3 - 4 PM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
P3016	Misconceptions and Missed Opportunities	3 - 5 PM	\$60	\$65	
S599B	Period Design	3 - 6 PM	\$40	\$45	
T906	Facebook for Framers: Marketing Your Business	3:30 - 5:30 PM	\$60	\$65	
T920	Adobe Photoshop for Framers	3:30 - 6 PM	\$60	\$65	
TUESDAY, JANUARY 31, EVENING SESSION			PLEASE SELECT ONLY ONE CLASS PER SESSION		
P3017	Twenty One Tips for Survival	5 - 7 PM	\$60	\$65	
M272	Painted Mat Decoration Workshop	5 - 7 PM	\$60	\$65	
WEDNESDAY, FEBRUARY 1			PLEASE SELECT ONLY ONE CLASS PER SESSION		
P310	Successful Retailing: A Panel Discussion	8 - 10 AM	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
M229	A Survey of Installation Hardware and Techniques	9 - 11 AM	\$60	\$65	
F134	Practical Preservation	9 AM - 12 PM	\$60	\$65	
M288	Mastering Mounting: Sensitive Items	9 AM - 12 PM	\$60	\$65	
M264	Fabric Wrapping Workshop	9 AM - 12 PM	\$90	\$95	
MC707B	Fillets Made Easy: A Hands-On Workshop	10 AM - 12 PM	\$60	\$65	
P3021	How the Right Cutting and Joining Equipment Can Bring More to Your Bottom Line	10 AM - 12 PM	\$60	\$65	
S595	Understanding Your Customer: The Psychology of Selling	10 AM - 12 PM	\$60	\$65	
T917	Taking Your Website to the Next Level	10 AM - 12:30 PM	\$60	\$65	
SPECIAL OFFERS			REMEMBER: SELECT ONLY ONE CLASS PER SESSION. KEEP IN MIND THAT SOME CLASSES OVERLAP SESSIONS.		
<input type="checkbox"/> E100	VIP Pass (see details on front of registration form). Save up to 50%		\$395	\$450	
<input type="checkbox"/>	Yes, I'd like to renew my Picture Framing Magazine Subscription. 50% off regular price. Show Special \$10 per year.				
West Coast Art & Frame Show and National Conference Subtotal					

Please turn the page for events and education at the
PPFA 2012 Annual Convention

PPFA 2012 ANNUAL CONVENTION

We are pleased to announce the Professional Picture Framers Association will hold its 2012 Annual Convention at the West Coast Art & Frame Show and National Conference. Below is a list of PPFA education and events where you can indicate your selections. These classes are priced individually. Once you have selected your classes and events, please return to the first page of the registration form to fill out your personal information.

PPFA ALL CONVENTION PASS

PPFA MEMBERS

PPFA Members may select the PPFA All Convention Pass for one price of \$225 if you sign up before December 20. This special pricing option includes all PPFA education and applicable events for one price (excludes WCAF & National Conference sessions).

NON-MEMBERS

Non-members may select the PPFA All Convention Pass for the low price of only \$300 if you sign up before December 20. Also included in this option is a special \$75 coupon for a PPFA trial membership.

Additional Member Benefits

PPFA Members also have the extra benefit of adding a WCAF & National Conference VIP Pass for only \$250, regularly \$395.

Code	Title	Time	FEE Before 12/20		FEE After 12/20		Amount
			Member	Non-Member	Member	Non-Member	
SUNDAY, JANUARY 29, AM SESSION			PLEASE SELECT ONLY ONE CLASS PER SESSION				
A7116	Certified Picture Framer Exam	8 AM - 12 PM	\$225	\$325	\$225	\$325	
A7108	Preservation Chemistry MCPF-CE*	9 AM - 12 PM	\$80	\$95	\$95	\$120	
SUNDAY, JANUARY 29 PM SESSION			PLEASE SELECT ONLY ONE CLASS PER SESSION				
A7117	PPFA Recertification Course	12:30 - 6:30 PM	\$140	\$200	\$140	\$200	
A7112	Taming the Social Networking Beast	1 - 3 PM	\$60	\$75	\$65	\$80	
A7113	It's Easy Being Green MCPF - CE*	1 - 3 PM	\$60	\$75	\$65	\$80	
A7102	Panel discussion: Frame the Future for Success	3:30 - 5:30 PM	FREE	FREE	FREE	FREE	
SUNDAY, JANUARY 29, EVENING SESSION			PLEASE SELECT ONLY ONE CLASS PER SESSION				
A7003	PPFA Welcome to Vegas Reception & Vendor Showcase Pre-Registration is free (\$15 on-site)	5 - 7 PM	FREE	FREE	FREE	FREE	
MONDAY, JANUARY 30, AM SESSION			PLEASE SELECT ONLY ONE CLASS PER SESSION				
A7005	PPFA Judges Update Class (PPFA judges only)	8 - 10:30 AM	FREE	FREE	FREE	FREE	
A7110	Strip Lining & Stretching Canvas MCPF - CE*	9 - 11 AM	\$60	\$75	\$65	\$80	
A7109	Preservation Physics MCPF-CE*	9 AM - 12 PM	\$80	\$95	\$95	\$120	
A7120	Intro. to MCPF Exam (\$45 no show fee)	11 AM - 12:30 PM	FREE	FREE	FREE	FREE	
MONDAY, JANUARY 30, PM SESSION I			PLEASE SELECT ONLY ONE CLASS PER SESSION				
A7105	Increasing Business with E-Newsletters	1 - 3 PM	\$60	\$75	\$65	\$80	
A7004	Understanding Competition Judging	1 - 5 PM	FREE	\$40	FREE	\$45	
MONDAY, JANUARY 30, PM SESSION II			PLEASE SELECT ONLY ONE CLASS PER SESSION				
A7103	High Tech Framing Canvas & Textile Artworks MCPF - CE*	3:30 - 5:30 PM	\$60	\$75	\$65	\$80	
A7104	How Will You Succeed in the Future	3:30 - 5:30 PM	\$60	\$75	\$65	\$80	
TUESDAY, JANUARY 31, AM SESSION			PLEASE SELECT ONLY ONE CLASS PER SESSION				
A7106	In-House Re-Usable Shipping Boxes for Framed Art	9 - 11:30 AM	\$60	\$75	\$65	\$80	
TUESDAY, JANUARY 31, PM SESSION I			PLEASE SELECT ONLY ONE CLASS PER SESSION				
A7002	PPFA All Member Meeting Luncheon	12 - 2 PM	\$30	\$30	\$30	\$30	
TUESDAY, JANUARY 31, PM SESSION II			PLEASE SELECT ONLY ONE CLASS PER SESSION				
A7119	Intro. to CPF Exam (\$45 no show fee)	2:15 - 3:45 PM	FREE	FREE	FREE	FREE	
A7111	Talk Your Way to Success	3 - 5 PM	\$60	\$75	\$65	\$80	
A7101	Conservation vs. Preservation MCPF - CE*	3:30 - 5:30 PM	\$60	\$75	\$65	\$80	
A7001	PPFA International Framing Competition Awards	4 - 5 PM	FREE	FREE	FREE	FREE	
TUESDAY, JANUARY 31, EVENING SESSION			PLEASE SELECT ONLY ONE CLASS PER SESSION				
A7107	Overview & Critique of PPFA Framing Competition	5:30 - 7:30 PM	\$60	\$75	\$65	\$80	
WEDNESDAY, FEBRUARY 1			PLEASE SELECT ONLY ONE CLASS PER SESSION				
A7114	Direct Contact Overlay - MCPF - CE*	9 - 11:30 AM	\$60	\$75	\$65	\$80	
A7115	Advanced CMC Mat Design using Corel Draw MCPF - CE*	10 AM - 12 PM	\$50	\$65	\$55	\$70	
A7121	CPF Preparation Course	11 AM - 6 PM	\$80	\$95	\$95	\$125	
A7118	MCPF Exam	12 - 6 PM	\$400	\$565	\$400	\$565	
SPECIAL OFFERS			REMEMBER: SELECT ONLY ONE CLASS PER SESSION. KEEP IN MIND THAT SOME CLASSES OVERLAP SESSIONS.				
<input type="checkbox"/> A700	PPFA All Convention Pass		\$225	\$300	\$255	\$330	
<input type="checkbox"/> E105	PPFA Member Special - add a WCAF & National Conference VIP Pass		\$250	N/A	\$300	N/A	

West Coast Art & Frame Show & National Conference Sub Total

PPFA Annual Convention Sub Total

Grand Total

MCPF-CE— *These classes meet the requirements for MCPF Continuing Education Credit. (Classes are open to all framers, not just MCPF designees.)