

Schedule At A Glance

Sunday, January 29, 2012

F116L Complete Guide to Shadowboxes and Framing Objects Lecture 9 a.m. - Noon p.9	F115 The Perfect Corner: Cutting and Joining Wood Moulding 9 a.m. - Noon p.8	F180L Mastering Mounting: An Intro to Mounting Techniques (Lecture) 9 a.m. - Noon p.10	MC701 Mat Cutting: Back to Basics 9 a.m. - 4 p.m. p.15	T921 Producing Giclees: Capture to Finish 9 a.m. - Noon p.30
F116W Complete Guide to Shadowboxes and Framing Objects Workshop 1 - 4 p.m. p.9	F107L Framing Works of Art on Canvas (Lecture) 1 - 3 p.m. p.8	F180W Mastering Mounting: An Intro to Mounting Techniques (Workshop) 3:30 - 6 p.m. p.11	T912A Business Software Training: SpecialtySoft Software 1 - 3 p.m. p.29	T905 Introduction to Wide Format Printing 1 - 4:30 p.m. p.28
MC707A Fillets Made Easy: A Hands-On Workshop 5 - 7 p.m. p.15	F107W Framing Works of Art on Canvas (Workshop) 3:30 - 5:30 p.m. p.8	M2001 Wizard™ University: Inside Innovative Mat Designs 3:30 - 5:30 p.m. p.14	M2002 Frame Identification From a Historical Perspective 5 - 7 p.m. p.14	S5001 Designing for Office Spaces and More 3 - 4:45 p.m. p.25

Sunday, January 29, 2012

H601 PFM's Complete Guide to Traditional Frames 9 a.m. - 4:30 p.m. p.16	M2004 A New World of Mat Design (Workshop) 9 a.m. - Noon p.14	S585 Color and Design Trends 9 - 11:30 a.m. p.23
P398 Lighting Solutions for Frame Shops and Galleries 10 a.m. - Noon p.21	E810E Production Efficiency: The X Factor 1 - 4 p.m. p.26	
P387 Get More Bang for your Buck—Marketing on a Shoestring 5 - 7 p.m. p.20	E818C ITW AMP Production Miter Saw 4:30 - 5:30 p.m. p.26	

PPFA 2012 Annual Convention Schedule of events on page 17

Monday, January 30, 2012

F151 Wizard University: Artistic Mat Cutting for Profit 9 - 11 a.m. p.9	F176A ITW AMP/Valiani: The Perfect Backroom Solution 9 - 11 a.m. p.10	M2003 Put the Custom Back in Custom Framing 9 - 11:30 a.m. p.14	M201L Creative Mounting and Laminating (Lecture) 9 - 11:30 a.m. p.12	S592 Upscale Designs 9 - 11 a.m. p.24
F156 The Fundamentals of Glazing 10 a.m. - Noon p.10	F121 Needle Art Framing From A to Z 1 - 3 p.m. p.9	M298 The Twenty Greatest Frames of All Time 1 - 2:30 p.m. p.13	M201W Creative Mounting and Laminating (Workshop) 12:30 - 3 p.m. p.12	SE1003 Lunch & Learn: Understanding Your Business Insurance Needs 12:30 - 2:30 p.m. p.25
F179 Preservation Framing for Photographs 3:30 - 5:30 p.m. p.10	S599A Period Design 3 - 6 p.m. p.24	S596 The Lucrative Art of Selling Without Speaking 4 - 6 p.m. p.24	MC711 Advanced Mat Cutting Techniques 1 - 4 p.m. p.15	S588 Design Elements: Understanding Color and Design 3:30 - 5:30 p.m. p.24

Monday, January 30, 2012

H618 Contemporary Gilding 9 - 11 a.m. p.16	P311 The Goltz Standard: Pricing Strategies 9 - 11:30 a.m. p.20	P395 The New Face of Marketing: E-Marketing 9 - 11 a.m. p.21	T903 Build a Better Website 9 - 11:30 a.m. p.28
P389 Wizard™ University: Managing Your Retail Business for Success 1 - 3 p.m. p.20	T919 Photography as a Business Tool 1 - 3:30 p.m. p.30	T904 Make Your Life Easier With LifeSaver POS Software 1 - 3 p.m. p.28	E809 Production Pavilion: A Guided Tour 9 - 10:30 a.m. p.26
T918 An Introduction to Facebook 4 - 5:30 p.m. p.29	E826 Production Canvas Stretching and Finishing 1 - 2 p.m. p.27	E818B Cassese: New and Innovative Production Equipment 3 - 4 p.m. p.26	SE1006 Black is Cool! White is Hot! 6 - 7:30 p.m. p.25

Tuesday, January 31, 2012

F176B ITW AMP/Valiani: The Perfect Backroom Solution 9 - 11 a.m. p.10	F172 The Basics of Art Identification 9 a.m. - 12 p.m. p.10	F183 The Myth of Acid Free 10 a.m. - 12 p.m. p.11	M297 Working With Acrylic 9 a.m. - Noon p.13	S514 Guidelines for Great Frame Designs 9 - 11 a.m. p.23
F184 Digital Print Identification 1 - 3 p.m. p.11	M260 Creating Custom Finishes on Wood 1 - 4 p.m. p.12	MC705 Tips and Tricks for Creative Mat Cutting 1 - 4 p.m. p.15	M2005 The ABC's of Art History 1 - 2:30 p.m. p.14	P3019 Make Your Store Work Harder So You Don't Have To 12:30 - 2:30 p.m. p.22
M299 Mastering Mounting: Float Frames 2 - 4 p.m. p.13	S504 Power Selling: How to Increase Your Average Ticket Price 12:30 - 2:30 p.m. p.23	S598 Framing for a Cause: A Profitable Program 1 - 2:30 p.m. p.24	S599B Period Design 3 - 6 p.m. p.25	P3014 Thinking Outside of the Frame 1 - 3 p.m. p.21

Tuesday, January 31, 2012

P3018 Critical Considerations for Buying a CMC 9 - 11 a.m. p.22	P383 Selling Art and Framing to the Corporate Market 9 - 11 a.m. p.20	P3020 Things Your Accountant Won't Tell You About the Framing Business 9 - 11 a.m. p.22	E818D Wizard™ University: Production Management 10 - 11 a.m. p.27
H608 The Fine Art of Toning Gilded Frames 9 - 11:30 a.m. p.16	P393 Ten Key Legal Issues Facing Publishers, Artists, and Framers 10 - 11:30 a.m. p.21	T912B LifeSaver Software – Intermediate Users 12:30 - 2:30 p.m. p.29	E818F Care and Maintenance of Mechanical & Vacuum Presses 1 - 2 p.m. p.27
P3016 Misconceptions and Missed Opportunities 3 - 5 p.m. p.22	T906 Facebook for Framers: Marketing Your Business 3:30 - 5:30 p.m. p.28	T920 Adobe Photoshop for Framers 3:30 - 6 p.m. p.30	E818G Production Pavilion: New Production Machines from Inmes 3 - 4 p.m. p.27

WCAF TRADE SHOW EXHIBIT HOURS

Monday 30 11 a.m. to 6 p.m.	Tuesday 31 11 a.m. to 6 p.m.	Wednesday 1 10 a.m. to 4 p.m.
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Wednesday, February 1, 2012

P310 Successful Retailing: A Panel Discussion 8 - 10 a.m. p.20	F134 Practical Preservation 9 a.m. - Noon p.9	M229 Installation Hardware and Techniques 9 - 11 a.m. p.12	M264 Fabric Wrapping Workshop 9 a.m. - Noon p.12	M288 Mastering Mounting: Sensitive Items 9 a.m. - Noon p.13
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Wednesday, February 1, 2012

MC707B Fillets Made Easy: A Hands-On Workshop 10 a.m. - Noon p.15	S595 Understanding Your Customer: The Psychology of Selling 10 a.m. - Noon p.24	P3021 The Right Cutting and Joining Equipment 10 a.m. - Noon p.22	T917 Taking Your Website to the Next Level 10 a.m. - 12:30 p.m. p.29
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