

Classes for Sponsoring Organizations



“I thoroughly enjoyed the class and I am excited about what I learned and what I accomplished.” Recent Participant

Classes Offered for Sponsoring Organizations

Name of Class	Category	Length		Level	Prerequisite	Style	Max Size
Business Development for Framers and Galleries	Business	½ day	Pro	All	None	Lecture	Open
Computerizing your Frame shop	Business	½ day	Pro	Beginner	None	Lecture	Open
Pricing for Profit	Business	½ day	Pro	Beginner	None	Lecture	Open
Sell Like the Pros	Business	1½ hours	Pro	All	None	Lecture	Open
Starting a Framing Business	Business	½ day	All	Beginner	None	Lecture	Open
Winning Sales Counter Strategies	Business	2 hours	All	Intermediate	None	Lecture	Open
Wizard: Increasing Profitability	Business	1½ hours	Pro	Beginner	Wizard	Lecture	Open
Marketing Brainstorm Session	Business	2 hours	All	Intermediate	None	Participatory	20
25 New Ideas for Framing Design	Design	1 ½ hours	Pro	All	None	Lecture	Open
Advanced Creative Design	Design	½ day	Pro	Intermediate	None	Lecture	Open
Wizard: Creative Design	Design	1½ hours	Pro	Beginner	Wizard	Lecture	Open
Gilding Techniques	Finishing	1 ½ days	Any	All	None	Hands-on	24
Basic Framing	Framing	5 days	Pro	Beginner	None	Hands-on	8
Intermediate Matting	Framing	1 day	Pro	Beginner	Ability to cut mats	Hands-on	18
Mat Decoration	Framing	1 day	Pro	Intermediate	None	Hands-on	24
Shadow Box Pan Mats	Framing	½ day	Pro	Intermediate	None	Hands-on	Open
Woodworking for Picture Framers	Framing	1 or 2 days	Pro	Intermediate	None	Hands-on	12
Everything you need to know about molding	Framing	½ day	Pro	Beginner	None	Lecture	Open
Maintaining Your Shop Equipment	Framing	2 ½ hours	Pro	All	None	Lecture	Open
Object Box Concepts	Framing	½ day	Pro	Intermediate	None	Lecture	Open
Improve Your Internet Presence	Business	2 ½ hours	Pro	Beginner	None	Lecture	Open
Stacked molding	Framing	1 day	Pro	Intermediate	None	Lecture	
Picture Framing	Framing/Woodworking	1 day	Hobby	Beginner	None	Hands-on	20
Building Frame shop benches	Framing/Woodworking	½ - 1 day	Pro	Beginner	None	Lecture	Open
Glass Etching	General	½ day	All	Beginner	None	Hands-on	Open
100% Effective Small Business Marketing, Guaranteed!	Keynote	1 hour	All	All	None	Keynote	Open
Perfect Customer Service	Keynote	1 hour	All	All	None	Keynote	Open
Survival of the Fittest: How to Beat the Success Odds of Small Business	Keynote	1 hour	All	All	None	Keynote	Open
Build a Master Cabinet Makers Workbench	Woodworking	6 days	Hobby	Beginner+	Familiarity with Tools	Hands-on	12
Build a Router Table	Woodworking	1 day	Hobby	Beginner	Familiarity with Tools	Hands-on	12

Click on any Title in this Chart to See a Description

Business Development for Framers and Galleries

If you feel that all the customers you in your area already patronize your shop, you need to find new type of customer. This half day lecture class gives galleries and framers many ideas for business expansion by tapping alternate markets. This is not a marketing class, rather, it is a business channel incubator. In this setting many different potential sources for business are discussed. The student will take away at least three potential new revenue stream ideas. Finding new customers is easy when you look in the right places.

Computerizing your Frame Shop

Every frame shop, small or large, can benefit from computerization. Do you have a computerized mat cutter? For most the answer is yes. Do you have an automated customer follow-up program? This lecture will take the fear out of computerization and put the profits into your business.

Pricing for Profit

Providing individual insights, not with a preprogrammed solution, we consider a pricing structure that is appropriate to your business. This step is critical since your business, while similar to others, is unique in many ways that have a dramatic impact on pricing. Rents and labor costs, to name a few, vary greatly by region and specific location. A pricing structure that yields profits in suburban San Diego could spell financial ruin in suburban Chicago. This class will provide concrete methods for determining the right price for everything that you sell. Formulas and hand-outs are provided

Sell Like the Pros

Do you wonder what to say when a customer doesn't say yes to your presentation? Are you at a loss for a good response to any sales objection? In this interactive class we'll role play customer objections and several different solutions to get you to yes! Student will participate live in being the customer while the teacher plays the role of sales person to give you actual techniques and phrases to overcome those objectives. Open your register, more sales are on the way!

Starting a Framing Business

Want to get into the picture framing business? This three hour class will give you the essential areas that you must address to get into business. You will leave with a to-do list that covers all aspects of new business planning. Our consulting practice has opened many shops across the United States. Take advantage of our expertise with this class.

Winning Sales Counter Strategies

Do you always feel that you are coming up just a little short at the sales counter? Do you wish you had more persuasive techniques or could verbalize design concepts better? Our simple ideas, loaded with visual examples, will give you the strategy to make your store conducive to larger sales. We also offer plenty of ideas on how to feel comfortable asking for a higher dollar sale.

CMC: Increasing Profitability

Everyone likes to make more money. Learn how to use your CMC to increase profitability. Why sell a mat for \$20. when you can get \$35? Learn what samples make the best sales tools. Have customers begging to spend more after this class.

Marketing Brainstorm Session

Every time we do this class at least three new ideas emerge. This facilitated, fast paced interactive class is filled with marketing ideas; some great, some good, some outrageous. First, we go around the room, each person giving an idea, practical or not. Then, we hash out the ideas. Many successful marketing campaigns have been born this way.

25 New Ideas for Framing Design

Using examples, this lecture presentation gives you lots of new ideas without new techniques. Learn how to design creatively for fun and profit. Satisfy your customers with a fresh approach to framing. This class is designed to inspire creativity in all framers, new and old.

Advanced Creative Design

The working title for this is catalogs and questions. Why? Because we cover all sorts of non-traditional materials and their sources in this class about design. Want to light an object box? Where do you find the parts? What about using baseball bats to make a frame? No holds are barred in this 'outside of the box' presentation.

CMC: Creative Design

If you know how to cut a rectangle and little else, this class is for you. Basic creative design using the many CMC's is covered in a software demonstration environment.

Gilding Techniques

This 1 1/2 day class is intended to provide an overview of the different gilding techniques used in picture framing. We will discuss both oil and water gilding and have a hands-on session using the oil based technique. Methods for frame touch and limited restoration will be discussed.

Intermediate Matting

Intended for the framer with experience cutting regular mats, this vital hands-on workshop will teach common advanced

cuts such as offsets, insets, keystones, and baronial. Each student will cut at least 10 different styles of mats in this full day class. All materials are included

Mat Decoration

In this intensive session, you'll learn about a whole arsenal of techniques that will allow you to enhance your frame designs in unique fashion. Each student will leave with samples of at least five different decorative matting techniques. The depth matting techniques covered in this session enable you to finish your frame designs with added touches of elegance that will also increase profits. In this segment, four techniques are taught and samples are made of each. You will learn how to create deep bevel mats and finish the bevels with a variety of rich design touches such as gold leaf, handmade papers, luxury fabrics and ribbons. Learn and offer these advanced design techniques to distinguish your shop from your competition.

Shadow Box Pan Mats

This hands-on class teaches you how to make a depth mat with angled sides. If you have struggled with creating interesting shadowbox presentations, this is for you. You will create these mats using nothing more than a straight edge and X-acto knife. Each student leaves with a self-made sample as well as step by step instructions.

Woodworking for Picture Framers

Ever wonder how those winning competition pieces are done? Here's how. Many picture framers are mystified when it comes to working with wood, yet we are all professional woodworkers in some respects. In this two-day class you will learn about and use all the power tools in the woodshop, and examine how those tools can be productive assets in a custom framing environment. You will work with a table saw, band saw, jointer and router. You will learn to mill your own molding from raw wood and join it using traditional woodworking joints. This class is intended for the professional seeking another important skill set in their repertoire. No prior woodworking experience is necessary.

Everything You Need to Know about Molding

Why is this molding more expensive than that? What is the difference between a laminated finish and a painted finish? And, why do I care? This and other questions will be answered in this informative lecture. Don't struggle when your customer asks you to tell them about a particular molding. Be prepared with this class.

To arrange dates for a presentation for your group, call (617) 285-0855 or [click here for email](#).

Maintaining Your Shop Equipment

In this fast paced ninety minute class you will learn how to easily maintain your shop equipment. With simple checklists and easy-to-do solutions your equipment can be kept functioning smoothly. Wouldn't you rather have continuous easy operations rather than the constant delay of unexpected breakdowns? This class covers all shop equipment from compressors to cutting and joining equipment, mat cutters, wall cutters and other tools.

Object Box Concepts

Are you stuck with static object box design? We will review creative design concepts and layout. Unusual frame concepts, as well as advanced matting and mounting techniques will be explored. Framers are encouraged to bring an interesting or difficult job from their shop as one of the most interesting aspects of this class is the brainstorming session. Pricing of object box frames will also be discussed.

Improve Your Internet Presence

Facebook, Twitter, YouTube. Are you involved? We talk about how the web works today and how to make the most of it for your store, whether you are a small owner operated business or a larger shop. Brave volunteers can have their sites critiqued, with helpful comments on how to easily improve results. Unless you have the perfect site (who does?) you will learn something from this presentation.

Stacked molding

Twists, turns, flips and skirts. Learn all of these techniques to create dynamic molding presentations worthy of any design

contest. You'll learn the concepts and how to execute them easily with step by step guides. Increase your profit and creativity with spectacular stacks.

Building Frame Shop Benches

Every shop needs to have work benches. We have been designing and building benches for the frame shop for over 40 years. Look at our designs and understand how to improve what you have. We'll also talk about shop layout. Bench plans are included in this class.

Glass Etching

Add extra elements of richness, depth and detail to your custom framing work through creative glass etching. These wonderful and easy techniques add interest as well as extra profit to your frame design repertoire. In this half day workshop you will learn everything you need to know to immediately introduce etched glass designs to your customers. Each student will leave with a completed project and product information.

100% Effective Small Business Marketing, Guaranteed!

There is no secret to effective small business marketing. I know you have struggled to find something that works, but with these methods, everything you do will work, and work well. Listen to the many success stories of other entrepreneurs and be inspired to adopt this method. This keynote speech is intended for any small business audience.

Perfect Customer Service

Are you as appalled as I am at what passes for customer service today? Just this morning I received a follow up sales call based on an inquiry that I had made. The salesman hadn't even read my questions! Be inspired to go the extra mile by this keynote address filled with amusing horror stories and genuine successes. You'll also learn the three big DON'Ts of customer service. Everyone who has customer contact is an emissary of your company. Perfect customer service isn't hard; it's attitude.

Survival of the Fittest: How to Beat the Success Odds of Small Business

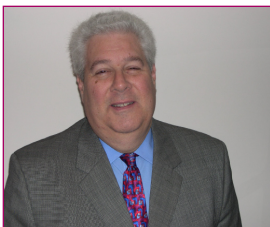
Competition in business is stiff. And, it costs money to compete. Or, does it? This keynote presentation gives clear direction on how to let professionalism give you a competitive advantage over other small businesses. The appearance of success is often the most important element of success itself.

Build a Master Cabinet Makers Workbench

This is a six day hands-on class available to woodworking clubs and groups. In this class each student will complete a master cabinet maker's workbench. Students gain a familiarity with all major shop tools and their use as they work through the week. Plan, cut, join, and finish are all covered first hand. Students tell us they can do pretty much anything in their own shops after this class.

Build a Router Table

In this two day hands-on class each student builds a router table. We use this as the basis for learning some basic and intermediate woodworking skills. You'll learn how to work your way through design issues as we figure out the best way to make a fence for the table. Many different types of joinery are used in this project.



Stuart M. Altschuler, CPF®, GCF the director and lead educator for **Prestige Framing Academy**, has been in the picture framing and art gallery business for over 30 years. Starting in college, Altschuler was called upon to work on such varied special projects as employee compensation, customer relations, production efficiencies, and marketing. Projects resulted in the presentation and defense of three possible solutions to existing

problems detailing the pros and cons of each. In this process Altschuler was groomed to consult in industry.

Work in the frame shop always led to fancy special projects for which the shop was known. Many of these projects are now featured in such trade publications as *Decor* and *Picture Framing Magazine*. Altschuler's articles also appear in *Fine Woodworking*, the leading publication in the woodworking field, for whom he has also published a video entitled "Making Picture Frames"

As an educator Altschuler has been teaching for the past ten years. Classes are given in conjunction with distributors, manufacturers, and the PPA. Woodworking classes are taught at several venues in North America sponsored by various organizations.

As a speaker, Altschuler, who strives for perfection, is considered a professional. He is a member of the National Speakers Association.

In addition to his other activities, Mr. Altschuler, a certified picture framer and PPA Approved judge, and a guild commended framer currently spends the majority of his time consulting in picture framing and other small businesses across North America.

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