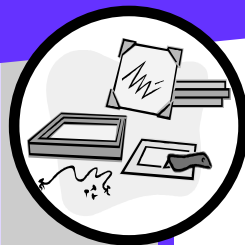


TOMOULDING
1880 Oakcrest Ave
St. Paul, Mn 55113

TOMOULDING

B. A. S. I. C.

5-Day Instructional
Program for Custom
Picture Framing



2010 Classes

January 18th – 22nd
March 22nd – 26th
June 21st– 25th
Sept. 20th –24th
Nov. 8th – 12th

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

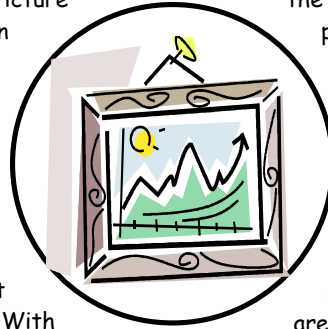
The craft of being a custom framer means something different to everyone. It's time to "put it all together." Your art piece, and certificate, will be assembled today! We will also discuss mounting, shadow box's, up selling different glazing products, equipment, tools of the trade, touch up, repair techniques,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

Be prepared. It's a wonderful -
but 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 will not be dull!

Trish... brings to the classroom years of mounting and Computer Mat Cutting (CMC) experience to share. With her overall knowledge and technical skills, you will 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:

2010 B.A. S. I. C. Classes Price per student \$695.00

Indicate the number of participants attending each session:

- January 18th-22nd _____ X \$695.00
 March 22nd -26th _____ X \$695.00
 June 21st -25th _____ X \$695.00
 September 20th—24th _____ X \$695.00
 November 8th—12th _____ X \$695.00

Total number attending: _____
 Total Amount Due: _____

Name (s) _____
 email _____
 Address _____
 Phone(s) _____

Method of Payment

- Check # _____
 Discover _____
 Visa _____
 MasterCard _____
 American Express _____

Hotel needed? Y N

Non-Smoking or Smoking?
 Arrival/Departure Dates?
 Special needs or comments:

Credit Card # _____ Exp. date _____

Signature _____

Contact person: Susan Kaulbars
with any additional questions
 d: 1-800-735-3025 or 651-636-6646 ext. 104
 f: 1-800-735-0860 or 651-636-8153
 email: susan@tcmoulding.com

TCMOULDING

1880 Oakcrest Ave
 St. Paul, Mn 55113

Schedule

Our **B. A. S. I. C.** 5-Day Instructional Program for Custom Picture Framing will be offered on these dates in 2010.

January 18th – 22nd
 March 22nd – 26th
 June 21st – 25th
 September 20th – 24th
 November 8th – 12th

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 1 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, gilcee, 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:

TC Moulding receives special discounts at the Days Inn. Ask us about current lodging information.

What to wear:

Comfortable clothing and shoes would be 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:

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

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 letter, please contact Susan Kaulbars at TC Moulding at least 3 days before the seminar to ensure enrollment. 1-800-735-3025, or 651-636-6646 ext. 104

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 \$50 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!