



# Fall 2005 Open House & Seminar Weekend

4331 Vanguard Road, Richmond, B.C. V6X 2P6

[www.accentart.ca](http://www.accentart.ca)

## Friday, September 23rd & Saturday, September 24th, 2005

Mark your calendars now and join us at our Richmond showroom and warehouse this September for our open house and seminar weekend, featuring Fletcher-Terry products, and the new Fletcher-Valiani MatPro 150 CMC Computerized Mat Cutter.

### Get the Most out of your Fletcher Equipment

Fletcher-Terry consultant John Raney II, CPF, GPF, will be on hand to demonstrate the latest in precision mat cutting technology, and will be available throughout the event to work with individuals on the MatPro, as well as other Fletcher products, including the F-2200 Mat Cutting System and the F-3100 Multi-Material Cutter. Meet Mansour Matour, our new salesman, who has five years experience working with computer mat cutters in a retail frameshop. Enjoy the benefits of expert instruction, whether you are in the market for new equipment, or simply want to get the most out of your existing Fletcher products.



Fletcher MatPro CMC 150  
Computerized Mat Cutter  
*A Perfect Combination Of  
Capability and Affordability*

### Cocktail Reception

Friday, Sept. 23rd

4:00 - 9:00 pm

Come and enjoy refreshments, door prizes, displays and demonstrations, as well as many open house specials. See, learn, and shop, or just mix and mingle with fellow participants and industry representatives. Check out new posters and prints with Gail Hunt of IN GRAPHIC DETAIL - just back from the ATLANTA Decor Expo.

**The cocktail reception will feature** a continual presentation on the new Valiani-Fletcher Computerized Mat Cutter, followed by an opportunity for hands-on, one-to-one instruction throughout the evening and on Saturday. Plus Greg Fremsted of Frame Tek will be there to show you how to increase your profits using Framespace, Econospace, Rabbetspace and the other innovative Frame Tek products.

### FREE SEMINARS

Regular cost \$75.00 per session at the major trade shows

### Saturday Seminars

9:00 am - 11:30

**The Saturday morning session will feature** a 2 1/2 hour seminar presentation by John Raney entitled *Add Gifts - Increase Sales: Diversifying Your Framing Business*. Participants will learn how to create a unique store identity and increase marketing opportunities by adding a gift line complimentary to their framing business.

1:00 pm - 3:30 pm

**The Saturday afternoon session will feature** a 2 1/2 hour presentation by John Raney on SHADOWBOX SOLUTIONS. You will be shown a variety of shadow box designs and will be taken set-by-step through the process of proper mounting and frame construction. Learn how to capture customers and increase profits by shadowboxing family heirlooms and memorabilia.

Please Register Early to Ensure a Space in the Course

SEND REPLY TO: ACCENT ART, 4331 VANGUARD RD. RICHMOND, B.C. V6X 2P6 FAX 604-247-1661

Yes, I will be attending the:  Cocktail Reception on Friday, Sept. 23rd

Seminar, Saturday Morning  Seminar, Saturday Afternoon

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

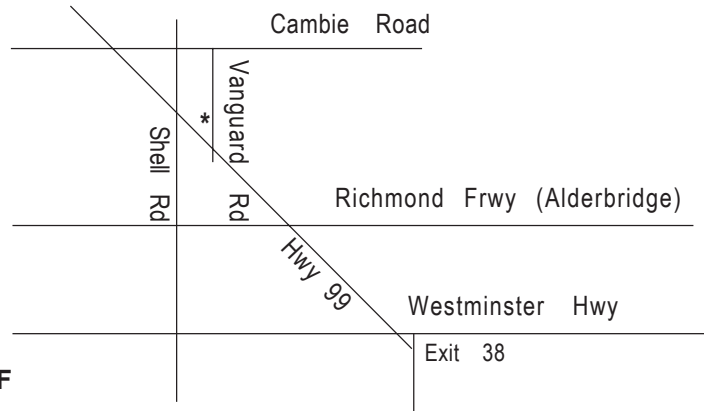
Tel. #: \_\_\_\_\_ E-mail: \_\_\_\_\_



# Fall 2005 Seminars

## But first, finding us:

Coming from Vancouver? Take the Oak Street bridge southbound, take the Shell Road exit, take the first left, then turn right on Cambie Road and right on Vanguard. We are at the end on the right hand side. South of us? Head north on Hwy 99 (towards Vancouver), take exit #38 at Westminster Hwy. Turn left and go two traffic signals to Shell Rd. Turn right and go north on Shell Rd for 1.5 km to Cambie. Turn right on Cambie and go 1 block to Vanguard Rd. Turn right on Vanguard for one block and we are on your right.



### John Raney II, CPF, GCF

John is a well-known instructor of workshops and seminars throughout North America, and has taught framing programs in Europe, South America, Australia and New Zealand both independently and for the Professional Picture Framers' Association (PPFA). John is consultant to the Fletcher-Terry Company in Farmington, Connecticut. John along with his wife Sarah, a former employee of Accent Art, own the award winning frame shop and gallery, The Frame Workshop of Appleton, in Wisconsin



In John's seminar, "**Add Gifts - Increase Sales: Diversifying Your Framing Business**," participants will learn how adding complimentary gift lines can create store identity, improve consumer perception, increase marketing opportunities and add additional sales. Learn which lines are potentially the most compatible and best-selling, as well as where and how to shop; identify actual gift products that will mix well with your established framing image; and take away valuable tips on shopping gift markets and cultivating contacts for new gift merchandise.

His seminar, "**Shadowbox Solutions**", will show you a variety of shadowbox designs and you will learn how to capture customers and increased profits, shadowboxing family heirlooms and memorabilia.

In an industry that is going through continual rapid change come and talk with others in the industry who are all survivors just like yourself. Come and find out how others are successfully surviving in a continually changing environment.



## **SURVIVOR: THE FRAMING INDUSTRY**

### Greg Fremstad, Frame Tek



Greg Fremstad, president and founder of FrameTek, Inc. in Eugene, Oregon, is the inventor of numerous innovative products including FrameSpace, RabbetSpace, FrameSecure and Glass Guard. With a background in engineering, Greg has been in the picture framing business since 1969, and literally wrote the book on conservation framing as a member of FACTS (Fine Art Care and Treatment Standards). He was honored with the 1989 PPFA Award of Recognition for the development of FrameSpace, a "significant contribution to the framing industry."