

BUSINESSWOMAN

The Framer's Workshop Offers House Calls

In 1977, Kirstie Bennett, fresh out of Cal, rented a huge, empty space under the Sather Gate Garage in Berkeley, hired a friend to help her build a do-it-yourself frame shop from the ground up, went to framing school, bought a book on how to run a business, and, on a wing and a prayer, opened the doors to a highly successful business.

Now, a quarter of a century later, when do-it-yourself frame shops have all but disappeared

the shop in 1977, also added corporate on-site framing. Busy executives all over the Bay Area now have a time consuming task solved. Bennett explains, "We come to your office with a full selection of framing materials and art catalogs.

"We assess your framing or art needs, design your order with framing samples we bring with us, and provide you with a price quote. If you like what we propose, we will pick up your art, ad



Kirstie Bennett

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For us, this is lifetime work."*

from the local and national landscape, The Framer's Workshop is busier than ever, offering custom and corporate services as well as hands-on do-it-yourself framing.

"Unlike many other shops that have tried do-it-yourself and failed, we never lost sight of our original objective: to offer top quality do-it-yourself and custom framing using a very large selection of materials offered at competitive prices. For the last 27 years, all improvements have been toward that end."

Bennett and her husband, Jeff Goldberg, whom she met at

slicks, certificates, awards, or other documents in need of framing, and when completed, deliver and hang the finished pieces at your workplace."

Bennett's latest project is a private, permission-based email sign-up service on her extensive website offering monthly discount coupons to subscribers. Bennett remarked, "The opening rate and return on this project have far exceeded industry standards. We succeed at this type of marketing because our clients look forward to our creative mailings, and they know we value their privacy."

Where will the Bennett-Goldberg business go from here?

"People tell us we are a Berkeley institution. For us, this is lifetime work. We intend to keep improving the shop and never stray from our core mission: to preserve and protect art and enhance its presentation. Our opening day motto still holds true: 'Satisfaction is a job well done.'" ❁

For an on-site framing consultation at your business, call Bennett at (510) 849-4444; email framers@mac.com or visit www.framersworkshop.com. The Framer's Workshop is located at 2459 Channing Way in Berkeley, and is open seven days a week.