



TOWN OF HARBOUR GRACE
BUSINESS OF THE WEEK

FRAME IT

BUSINESS PROFILE

Owned and operated by Don Regular, **Frame It is a home-based framing business located at 28 Alberta Drive, Harbour Grace.** There are plenty of frames and mattes for customers to choose from. Don has been in the framing business for 25 years and brings a wealth of experience to the table.

And it doesn't have to be a picture: **Don has a keen interest in sports memorabilia** and can frame medals, sports jerseys, collectibles, magazines, and newspaper articles—for your rec room or shed!



GET IN TOUCH!

Interested in getting something framed with Don? Email donaldregular@hotmail.com or call (709) 596-2573.

QUESTION & ANSWER

TELL US A BIT ABOUT YOURSELF

I'm Don Regular, owner and operator of **Frame It, a home-based framing business on Alberta Drive, Harbour Grace.** In my past life, I was a teacher for 30 years in both Trinity and Conception Bays. Frame It started as my retirement hobby, as a way to keep myself busy. Frame It has been operating out of my home office for 25 years now. Also, I've been pretty active in the community through the years as a former municipal councillor and volunteer with the TCP Health Foundation, Conception Bay Museum, CeeBees Minor and Senior Hockey, and several Town committees.



HOW'D YOU START FRAMING?

Well, again, I was nearing retirement age and wondering how I'd spend my retirement years. I had started framing items for my own personal use, and then I started doing some things for volunteer organizations—the TCP Health Foundation, the CeeBees, etc. **I thought, 'If these organizations are interested, maybe other people would be too?'** So, I set up my home office to be my work station and have been framing ever since.

Also, the framing business suits my personality, my lifestyle. You know, my brother Dave sharpens skates as a home-based business. I couldn't do that—it'd be a rough pair of skates if I did (laughs). With framing, I can work at my own pace, take my time, and still enjoy my retirement. But the business still keeps me active, lets me meet people, hear interesting stories, and see interesting objects—that sort of thing.



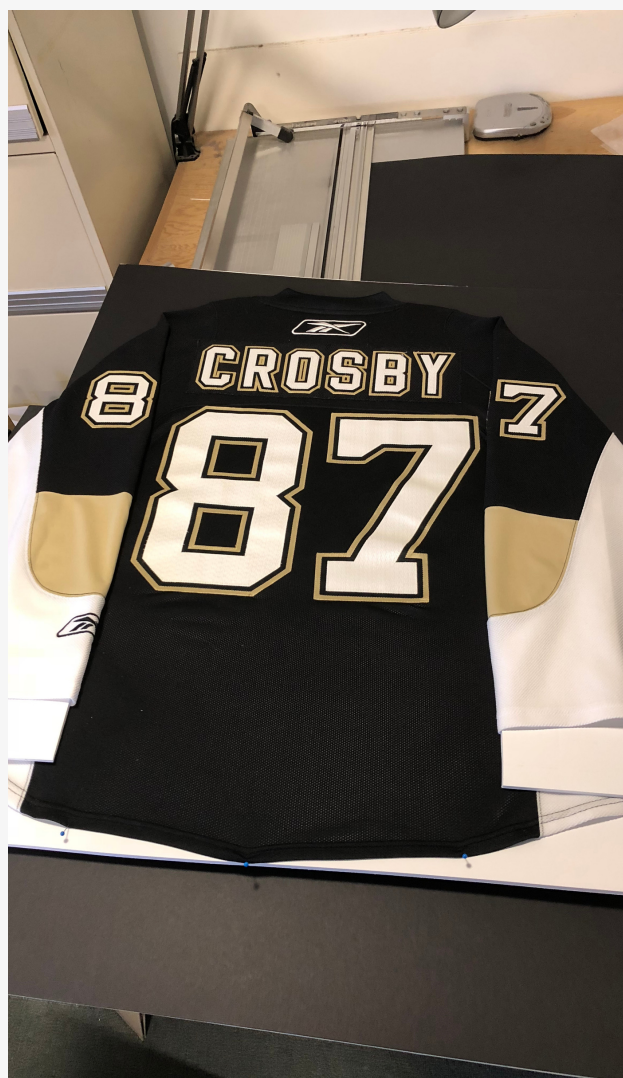
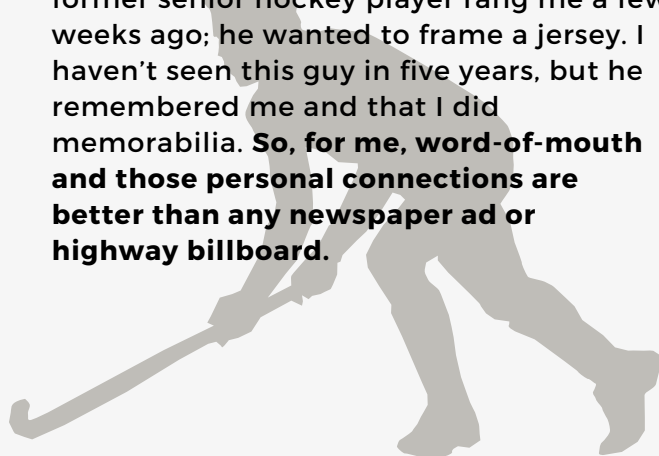
WHY HARBOUR GRACE?

Of course, Harbour Grace is where I was born and continue to live. Having a home-based business here has its advantages. For instance, **the community is centrally located geographically. I'm here in a residential area that allows this sort of development, I'm not far off the highway, and I'm near Bay Roberts and Carbonear.** If anyone needs framing, I'm close enough for the commute from Trinity Bay South and other areas on the North Shore.

Overall, the community is a benefit for my business. If I were in Carbonear or Bay Roberts, I don't think it'd make any difference.

HOW DO PEOPLE FIND YOU?

Mostly through word-of-mouth. As I said, over the years, through teaching and volunteering, I've made a lot of connections. Through conversation, people learn that I operate a framing business and come to me if they're looking to get work done. I do a fair bit of sports memorabilia, and when you volunteer with the CeeBees hockey organization, you naturally meet a lot of people looking to frame medals, jerseys, pictures, that sort of thing. For instance, a former senior hockey player rang me a few weeks ago; he wanted to frame a jersey. I haven't seen this guy in five years, but he remembered me and that I did memorabilia. **So, for me, word-of-mouth and those personal connections are better than any newspaper ad or highway billboard.**



WHAT'S A CONCERN FOR YOUR BUSINESS?

The quick turnaround. For instance, it's difficult for me to have something done tomorrow—I'm the only employee—so there isn't that immediacy. If you're looking for something framed for a birthday two days away, well, I might not be the best option. **I have to balance customers' expectations and make sure they know this challenge upfront.** If they know it won't be ready right away, then they can make their plans around it.

HOW DID COVID-19 AFFECT YOUR BUSINESS?

Most non-essential businesses like mine were affected by the shutdown. If you can't operate for three months, that's obviously going to hurt you. **However, when restrictions lifted, I did see a surge in business.** As we know, people did a fair amount of renovations during the lockdown, and anyone looking to remodel a room or house might want things framed. Things are now gradually getting back to pre-pandemic levels in terms of business, though.

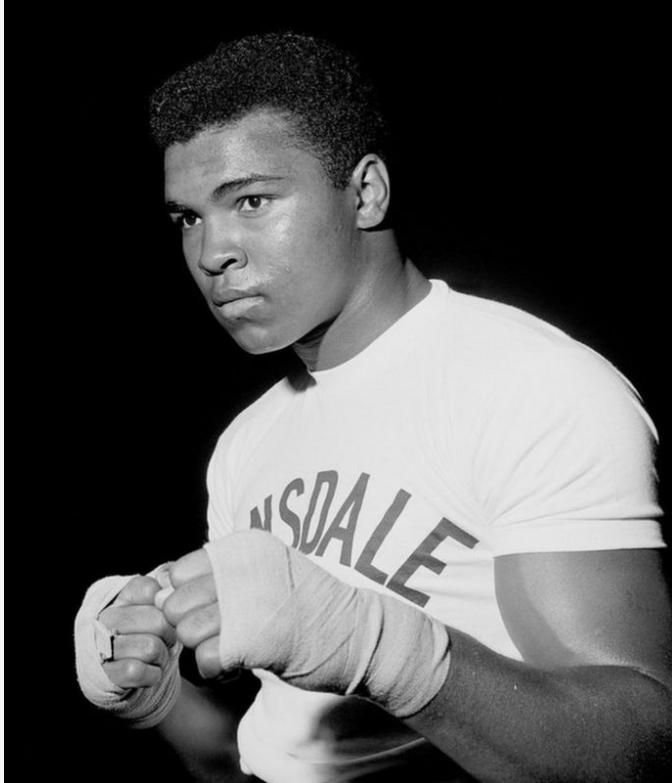


WHAT EXCITES YOU ABOUT FRAMING?

You never know what's going to come in the door (laughs). Over there is a painting from China a naval officer stationed there brought back to Newfoundland. You see neat pieces like this all the time. Right now, I'm working on some displays at the Danny Cleary Harbour Grace Community Centre about the Cee Bees' history and recent Herder Championship win (pictured above).

The stories behind the objects are fascinating, too, because it's so personal. People always want to tell you about their items. You see people's faces light up when they talk about their medals, their accomplishments; and you'll see people get emotional when speaking of a deceased loved one. It's very personal.





MOST INTERESTING OBJECT YOU'VE FRAMED?

Tough one! Once I did a spur for an RCMP officer. I made a glass case for a pair of **Muhammed Ali's boxing gloves**. A pair of baby boots, NHL hockey gloves—there's been lots of stuff.



WANT YOUR BUSINESS FEATURED?

If you want to be featured as our next 'Business of the Week,' contact Matthew at (709) 596-3631 ext. 4 or email matthewmccarthy@hrgrace.ca.

