

Slow Down and See the Beauty



Contributed by Michele Hefel

In each issue, we profile a South Dubuque business, giving you a behind-the-scenes perspective. This month, find out about A Frame of Mind from owner Michele Hefel, as she shares her story.



Frame of Mind owner Michele Hefel with her family

The perfect frame can make your art look amazing. We provide custom framing and a gallery of artwork, including prints, photography, and glass art by a local artist. Stop in and browse all our framed art and home décor choices!

I've been framing for 27 years. Starting in high school, I knew that I wanted to own (or at least work in) an art gallery. I also knew I wanted to do something with photography, so this was a

perfect fit. I started working in the framing shop while I was in college and just loved it. I bought the shop from Ben Franklin in May 2006 and changed the name at that time. It's a great outlet for my creative side.

Terrific customer service and high quality product is what we strive for. I love helping someone create a beautiful, one-of-a-kind piece. Everything we use is high quality, focusing on preservation of your artwork. All glass, matting and backing materials are conservation. We have a huge selection of frames and matting to choose from. We carry the most up-to-date frame mouldings from five different companies.

You name it, we've probably framed it: sports jerseys, prints, photographs, cross stitch, rugs, flags, oil paintings, and military medals, to name a few. We even framed a pair of underwear that I was promised was never used!

What I enjoy most about my job is getting to know my customers. I've made so many incredible relationships throughout the years. I've gotten to watch so many of my customers' families grow — from baby photos to graduation photos.



One of my most rewarding moments was when a mother asked me to put together a piece to honor her son who died while serving our country. Those kind of pieces that mean so much to my customers are my favorite. I love seeing the reaction on their faces when they see the finished piece.

I have one other employee besides myself. Amy has been framing as long as I have. She is an excellent framer! I trust her expertise. I know

that the shop and our customers are in great hands when she's in charge.

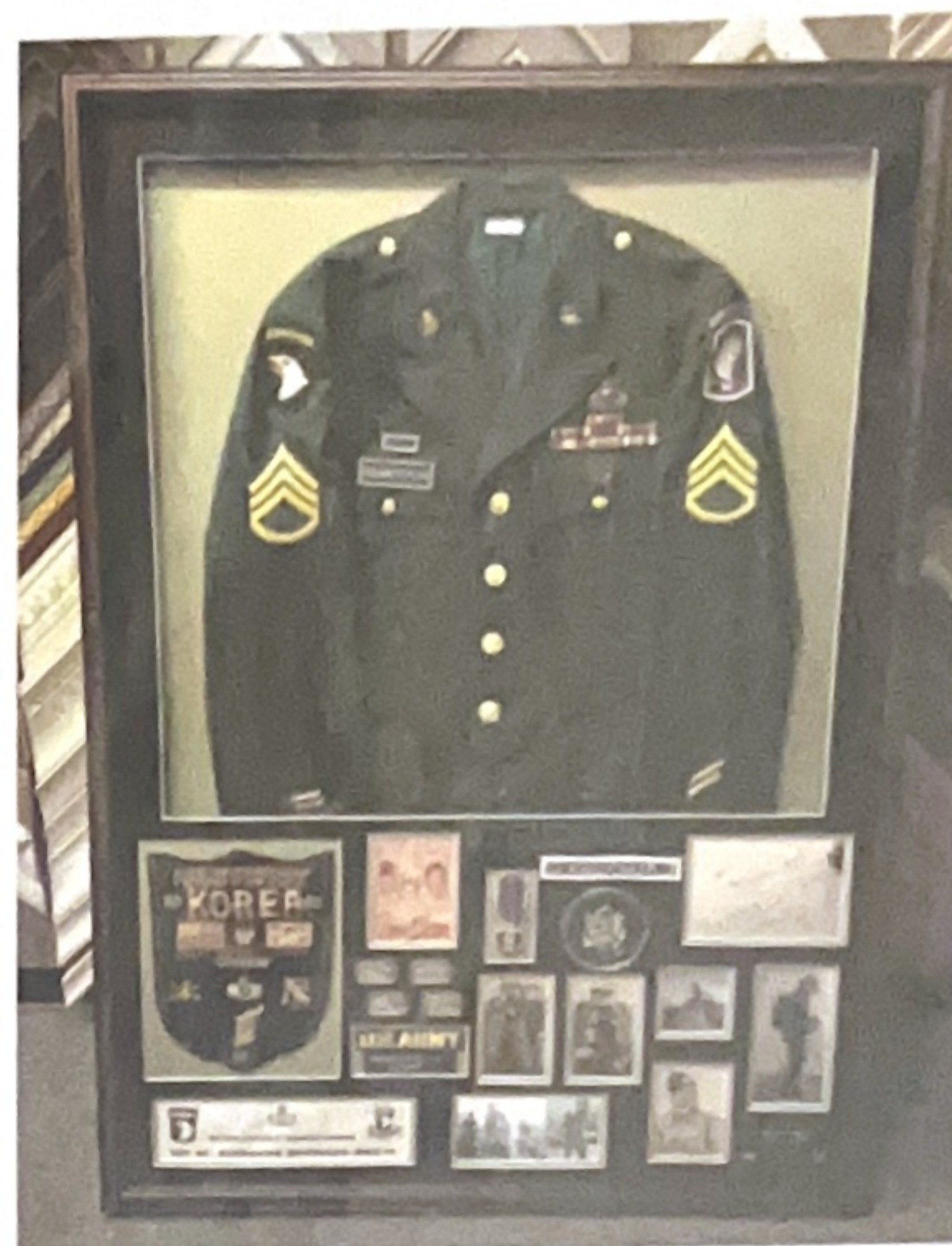
My biggest inspiration in life are my parents. Both not only taught me to work hard for what you want, but they always put everyone else's wants and needs ahead of their own. They have always been there for me and supported me with any crazy idea I had. I only hope that I am the same for my family.

I've been married to my husband Jack for 23 years. We have two sons, Jared and Alex. Jared is a senior at Wartburg College. He plays tennis and recently started his own photography business. Alex attends the University of Iowa. He's studying political science and economics. I also have two stepdaughters, Megan (Tyler) Timmerman and Nikki (Mike) Vondra. Between the two of them, we now have six grandchildren! (Lucy, Henry, Oliver, Benson, Theo, and Baylor.)

I love to travel, which we are getting to do more since my husband retired last year. I also enjoy golfing, hiking, and taking in sporting events and concerts. My favorite hobby is photography. I love the way I look at the world differently when I'm looking through a lens. I'm able to just slow down and concentrate on the beauty that surrounds us.

Drop in with your next framing project. Or slow down with us, and browse the gallery at A Frame of Mind!

Michele Hefel owns A Frame of Mind, a custom framing shop and gallery located at 2600 Dodge St. in Plaza 20. Visit [facebook.com/AFrameofMind](https://www.facebook.com/AFrameofMind) or call 563-583-2422.



A FRAME OF MIND'S

New Look, New Year!

Looking to make changes in the New Year?
We would love to help with custom framing
for residential and commercial needs!

CHECK US OUT ON FACEBOOK!
2600 Dodge Street (Plaza 20)
Dubuque, IA • 563-583-2422

— HOURS —
M • Tu • F • Sat: 10-4 | W & Th: 10-6




Michele Hefel | Owner/Designer