

Three Thirty-Five Framing

Three Thirty-Five Framing is a color/design/texture/interior design business that began operations in Green Bay, WI in August of 2001. The retail store-front is located in Green Bay's historic On-Broadway district of the city's near west side. Three Thirty-Five offers artistically created framing and features state-of-the-art equipment to handle all levels of work from the most basic pieces to the extraordinary.

Owner and manager, Jenny Erlandson brings sales and management experience to the business. In addition to having owned and operated a successful cleaning business in Milwaukee before selling and moving to Green Bay, Jenny has experience as an account representative and in major fundraising. Jenny also has experience in stained glass making, porcelain doll making and teaching, and the needle arts, all of which involve color, texture and design.



Jenny says their first major obstacle was the events of 9-11. In January of 2002, Three Thirty-Five started noticing the economic slow-down that provided a real test of a business staying alive in a less-than-favorable economy. They also encountered the added obstacle of street and sidewalk improvements during the summer of 2002. Valuable lessons were learned during this period on how to have your business survive despite obstacles.

Jenny says that "she has spent many hours on marketing, marketing and more marketing." "I had to get creative in order to start-up my business on a zero-based budget." Fortunately, she was able to put together a good television commercial with the help of another new business. Jenny said, "We learned the advantage of local/group advertising with other "On Broadway" businesses." "We came up with events to bring people to the Broadway district such as Old Fashioned Holidays, Winterfest, and Summer Music, to name a few." Individually, businesses created excitement and events which also helped all of the businesses.

Jenny enrolled in Urban Hope Entrepreneur Business Classes as part of her on-going education. Through Urban Hope, Jenny learned how to put together a business plan and also how important it is to connect with and serve the community that she does business in. Jenny says, "Without Urban Hope opening the doors at the bank and SBA offering loans to start-up businesses, I would not be here."



“When I went to Nicolet Bank, the loan officer immediately suggested SBA as a financial source, explained the various programs available, and I was off and running!”

Several years ago, Jenny chaired the Ronald McDonald House Charity Auction held at the Hyatt in Milwaukee and also served as President of the Smocking Arts Guild of America. Jenny now serves as the Secretary on the Board of Directors for Urban Hope and is the Vice President of PPFA-WI (Professional Picture Framers Association-Wisconsin Chapter) and will be President this fall. She serves as the wedding coordinator in her church and has served on the capital fundraising campaign committee for the church expansion. Jenny is an active participant with “On Broadway” – the main street program for the area and is currently studying for

her CPF – Certified Picture Framer designation.

Jenny lives the life of the entrepreneur on a daily basis in managing Three Thirty-Five Framing. Jenny has learned valuable lessons through her initiative and applied those lessons to make her business a success. SBA is proud to have been of assistance in the success of Three Thirty-Five Framing.

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