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**Clairemont Mesa's Frame It Yourself Selected as *Small Business of the Week***  
*Each week Councilmember Cate to select a small business located in District 6 to be honored as Small Business of the Week*

**San Diego, CA:** Today Councilmember Chris Cate announced Frame It Yourself to be *Small Business of the Week*. Small businesses located within District 6 are eligible to receive a Certificate of Recognition each week of 2022.

“The secret to Frame It Yourself’s five-star rating across the board goes beyond an excellent standard of craftsmanship. Over the last four decades, Clairemont Mesa’s custom frame shop has established a reputation for reliable service with an appreciation for art from original high-end pieces to movie posters to a child’s masterpiece in crayon,” **said Councilmember Chris Cate**. “In recent years, owner Stephen Bergstrom has experienced the brunt of the pandemic’s harsh impact on our local economy. The sheer uncertainty has forced Bergstrom to constantly evaluate the future of Frame It Yourself. This week’s Small Business of the Week is an inspiring example of perseverance as our communities’ small businesses work to stay in the black.”

Established in 1981, [Frame It Yourself](#) is a full-service custom frame store located in Clairemont Mesa. Original owner Ron Peterson hired Stephen Bergstrom in the mid-1990s, and when the opportunity to buy the shop presented itself in 2009, Bergstrom jumped at the chance. While Bergstrom had been framing professionally since 1989, operating a small business was a new challenge altogether. Bergstrom runs his shop with a wry sense of humor and a genuine enjoyment of the creative side in framing. Over the years, Frame It Yourself has been entrusted with framing pieces for local community groups, members of the San Diego Padres, and even items that have ended up in the personal collections of Hollywood legends, including George Lucas and Peter Jackson. As an active member of the Clairemont community, Bergstrom donates scrap matte board to local teachers and offers discounts to students, teachers, seniors, and active duty military and their families.

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