



EVERGREEN PICTURE FRAMER'S GUILD

NEWSLETTER

JANUARY 1996

FRAMER'S POINT

by Steve Dean, EPFG Board

Have you considered joining the Evergreen Picture Framer's Guild lately? Do you have concerns about your business - marketing, pricing/profits, taxes, etc... Do you have ideas that might strengthen your business (and/or industry), but lack the funds or knowledge to tackle them alone? Perhaps the EPFG would be a benefit to you! You would certainly be a benefit to us!

The EPFG meets every month (except December) at a different frame shop around the Northwest. Meeting topics vary from demonstrations on picture framing and related skills to presentations by local business experts. Plus, it's a great opportunity to network with area framers and suppliers.

EPFG also publishes this monthly news letter, enabling you to keep current when unable to attend a meeting.

Also, EPFG is the Northwest Chapter of the PPFA; if you are a member of PPFA, you are also a member of EPFG.

You must be a PPFA member to participate in PPFA-sponsored events and/or contests, and to receive appropriate discounts, and to use their info hotline 800 number. However, you may attend EPFG meetings for \$5 per meeting per shop, or pay an annual \$40 fee. Any questions on membership, please call officers or board members (See P10).

JANUARY MEETING
Tuesday-Jan 9th - 7:30 p.m.
DIMENSIONS
Gallery & Framery
206 105th Avenue NE
Bellevue - 454-0607
 (Directions inside Page 7)
THE TOPIC FOR THE EVENING
"Business Plans & Goals"

PPFA FRAMING COMPETITION PRINT NOW AVAILABLE

Ten copies of the limited-edition print "Winter Green-Cardinal" by artist Gere Leeds, chosen for the annual PPFA framing competition, will be available for purchase at the January meeting for \$9.00 each. Additional copies are available by mail for \$14.00 each; if you are unable to attend and wish to have a copy, please contact Paul Knoop at (206)564-2320 to arrange mailing.

EPFG entries will be judged at the April Education weekend, with prizes for 1st, 2nd, and 3rd place. The winning entry will be entered in the national competition to be judged at the Las Vegas PPFA convention September 28, 1996. As a reminder, your PPFA membership must be current to compete at the national level.

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NORTHWEST PROFILE

By Ted Heekin

HEATON HOUSE GALLERY

Right in the heart of Edmonds lies Heaton House Gallery, owned by Caroline and Graham Ashford. The gallery started as a hobby with the owner's interest in collection antique prints. I led to an increased interest in the value, care, and coloring of antique prints as well as a growing awareness of original artworks produced by Northwest artists. These artists include Ed Newbold, Ken Duffin, James Williamson, Luke Tornatzky, and many more.

Caroline and Graham are both transplants from merry old England. They met in a Santa Monica pub ten years ago, got married and moved to the Northwest about five years ago. Since opening in 1991, Heaton House has built a strong reputation for high quality and unique picture framing. In addition to the exquisite coloring and repair of antique prints, Graham also offers French matting, needlework preservation, and specializes in shadowboxes.

(Continued on page 7)



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*The Officers and Board of the
Evergreen Picture Framers' Guild
wish it's members, advertizers, and readers*

**A HAPPY AND PROSPEROUS
NEW YEAR!**

EDITOR'S CORNER**By Dave Allred, CPF, Editor**

Did you know that your **Guild Library** has 9 video tapes and 2 dozen book titles available to you to help increase you and your staff's knowledge and improve you operations?

These materials cover the basics of matting and framing, through many more advance topics that can raise your "bottom line". Several of the more popular titles are available in multiple copies that can be checked out at the monthly meetings from **Kiyoshi Toda**, Guild Librarian, or by mail from Kiyoshi at **Accent on Framing**, (206)577-5494. The next newsletter issue will have a list all of the materials available for checkout.

Also, expansion of the library is being planned, perhaps to include "things" that could be checked out for member evaluation. Your suggestions on what you would like to have available are needed and welcome; PLEASE contact Kiyoshi or any Board member (see page 10).

Kiyoshi has had the sole responsibility for the Guild Library for some time now, and has done an outstanding job. If you would like to volunteer your help, he would certainly appreciate a breather. Remember, our Guild survives on volunteers.

**HELP US GET THE MAIL OUT-
AND GET IT RIGHT!**

**If your address needs changing, or
If you know of someone that
should be getting the EPFG Newsletter-
DROP US A LINE!**

(206)455-0607 Fax (206)455-0661

(Continued from page 2)

The Ashfords are happy to be located in Edmonds and are both deeply involved in city government and city affairs. Their hobbies include sailing, photography, and traveling, which certainly helps in their pursuit of new art and framing ideas. Stop and see them, and what a full-service gallery looks like. Their successful formula includes offering something for every price range from gift items and tourist momentos to stunning originals and sculptures.

Business Plans and Goals will be the January Meeting presentation at DIMENSIONS GALLERY & FRAMERY in Bellevue

There seems to be more than a little truth to the adage that says artists make poor business persons; and as framers, we do have a strong measure of artisan characteristics.

Thus, January's presentation on formulating business plans and goals is not only timely for the new year, but also speaks to a side of our industry that is often neglected in favor of the technical/ skills side.

Presentation will be by two experts in the field:

- Ross McIvor, CPA, of McIvor Inc, with 20 years of tax work and accounting, and
- Stephen Murphy, of Adaptech Inc., a management consultant.

They will concentrate on financial planning and business planning with:

- Outline of a Business Plan;
- Discussion of Functional Management Systems;
- Statement of purpose;
- Overview of other components of a Business Plan.

If you already have a plan, bring it with you; in any case, bring your questions and ideas. And remember- anyone, owner, manager, or just plain framer, will benefit from learning more about this most important aspect of our businesses and jobs.

After all, no matter how good we are at our profession, we need to know where we're going with it, and how we're going to get there.

Or, as the old saying goes, if we don't know where we're going, any old direction will get us there. Maybe this will provide some help in defining your direction.

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- Glass Display Shelving \$ 325
- Print Display Racks \$350, \$575, \$900
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- Back Room Shelving \$ 110
- Brad Nailer \$ 225

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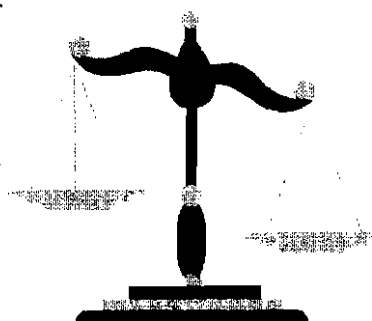
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November Meeting Notes...

A full house at Summer Song Gallery in Seattle received a good dose of legal reality from attorney Joe Tall, the featured speaker at EPFG's November meeting.

Joe discussed several key aspects of the legal system as it would apply to the art and framing business, including the use of disclaimers. It seems that while successful disclaimers can be made, they require very careful drafting to be valid.



On the other hand, you can be held liable for verbal representations, and the "as is" clause is worthless!

How Implied and Express Warranties, as defined by the Uniform Commercial Code, would apply to the frame shop were reviewed, leaving one with a new slant on the old "loose lips may sink your ship" idea. And when you sell something, you imply a warranty that materials will meet the standards of the industry.

Another subject of great interest to many was the disposal of goods and materials left by customers and not claimed. This process appeared to be a little simpler, and Joe discussed the specific steps that need to be taken to keep yourself out of hot water; and you can't safely just dispose of something left under the assumption that it must not be wanted after all this time.

Copyrights were another area of concern, especially since it looks like you can be liable for copyright violation even if unintentional.

Lots of interest was shown in Mr. Tall's presentation, giving us plenty to think about. And as Joe reminded us, the law is not black & white, so for specific circumstances, consult your attorney!

1996

<p>January</p> <p>Tuesday, Jan 9 7:30 pm CHAPTER MEETING Dimensions Gallery & Framery 206 105th Avenue NE Bellevue (206)455-0607</p> <p>Jan 30- EPFG Borad Meeting</p>	<p>February</p> <p>Tuesday, Feb 13 7:30 pm CHAPTER MEETING The Frame Makers 6724 W 19th Street Tacoma (206)564-2320</p>	<p>March</p> <p>Tuesday, Mar 12 7:30pm CHAPTER MEETING (Location to be named)</p>	<p>April</p> <p>APRIL EDUCATION WEEKEND April 20 - 21</p>
<p>May</p> <p>Tuesday, May 14 7:30 pm CHAPTER MEETING</p>	<p>June</p>	<p>July</p>	<p>August</p>
<p>September</p>	<p>October</p>	<p>November</p>	<p>December</p>

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