



EVERGREEN PICTURE FRAMER'S GUILD

NEWSLETTER

FEBRUARY 1996

FRAMER'S POINT

by Jodi Norton, CPF

ANNUAL EDUCATION PROGRAM

Get your calendars out and mark the date April 21st. Why, you ask? Well, that's the date for the third annual EPFG Education Program and Banquet. If you're looking at your calendar-you may have noticed that the day has been changed to a Sunday. This is to accommodate more framers who would like to participate in the educational opportunities, but cannot easily attend classes on Saturdays.

As in the past, the program will be held at the Double Tree Inn in Tukwila. The event will be sponsored by EPFG and our generous Vendors. This results in greatly reduced prices for all participants.

The slate of programs is still in development. The tentative schedule will, however, include one all-day class of basic framing, two one-hour classes of advanced/specialty framing, and one six-hour business seminar. If you have any suggestions for topics or areas of framing that you personally would be interested in, please contact Joe Garitone or Steve Dean at Larson-Juhl (800) 672-0362.

Other activities planned for the day will include the always popular framing competitions. This year's print is titled "Winter-Green Cardinal" by Gere Leeds. This print quickly sold out at the January meeting, but you still may purchase the print by calling Paul Knoop at (206) 654-2320 and arrange for mailing. The winning piece will be entered in the National Competition in Las Vegas in September.

(Continued on Page 2)

FEBRUARY MEETING
Tuesday-Feb 13th - 7:30 p.m.
THE FRAME MAKERS
6724 W 19th Street
TACOMA
(206) 564-2320
 (Directions inside - Page 7)
THE EVENING'S PRESENTATION:
"GLASS MATS"

GOOD REASONS TO JOIN EPFG by Frank Larson, CPF, President

Did I hear someone ask "why should I join EPFG?" I can't believe that a picture framer would pass up such a bargain! Why, last year alone we had 10 educational meetings that included such hot topics as: Frame Restoration and Repair; Art Installation Techniques; Marketing Ideas; Frame Shop Liabilities; Needlework Mounting, and more! Why, any one of these meetings was worth the itty bitty admission price of only \$40/year, and we had 5 more meetings besides!

Then we throw in a free-for-members library with lots of books and videos you can borrow from, a local framing contest, a monthly newsletter, extremely low-fee seminars and

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ber. In order to compete at the National level your PFFA membership must be current. There will also be a New & Creative Competition, where you are free to let your imagination and creativity guide your design. Prizes will be awarded for 1st, 2nd & 3rd place in both categories.

Prior to the banquet you will be receiving your registration packets. Included in this information is the annual Vendor Service of Excellence Survey and Award. This is your chance to "grade" our Vendor/Sponsors and to publicly recognize their service to our industry. This survey will also include the Outstanding Sales Person of the Year award.

Other programs are in the works, with the possibility of an interactive framing competition (for fun & entertainment only!) Key note speaker, etc. More information will be available in future issues of this newsletter.

Volunteers are always needed and greatly appreciated. If you would be interested in participating or have any questions or comments, please contact Jeff Schuffman at (206) 223-1810

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EVERGREEN PICTURE FRAMER'S GUILD LIBRARY

Here is a partial listing of the materials available from the Guild Library; it will be updated regularly as more resources are available.

BOOKS

Framers book of techniques and materials
Framers guide to Japanese papers
Picture Framing - Kistler I
Mat cutting- Kistler II
Needlework- Kistler III
Business Forms
Conservation Framing
Easy to build object box
Frames & framing
PPFA Guild
 Guidelines for framing works of art on Paper
 Guidelines for framing works of art on Canvas
Mounting, lamination, and texturizing
Matting & hinging
Marbling
Art of showing art
Beginners Guide to Faux Finishes
Guerrilla marketing
How to care for works of art

How to sell framing
Life of a photo

VIDEOS

Traditional gilding
Basics of matcutting/decorating
Basics of picture framing
Color selection in matting
Conservation framing - Bowen
Framing needlework
French mats & inlaid mats
Conservation framing needleart
Conservation framing - Kistler

For more information, or to check one out, contact:

**Kioshi Toda, Guild Librarian
Accent on Framing
(206) 577-5494**

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Citizen printer (CC sales)	200
Verifon electronic charge cd modum	200
Putnam 150psi air compressor	300
Fletcher Model 2000 glass/mat cutter	650
Esterley Model 4060 SpeedMat cutter	1,800
Makitschop saw w/Clearmount table	900
Cassese CS89 joiner, pneumatic	1,800
PrintMount vacuum press	880
APS 36" shrinkwrap machine	475
Logan circle/oval mat cutters	100
2 air staple guns	450
Neon outside sign "Frame Factory"	3,000
Framed pictures on display	6,000
Stock frame inventory	1,800
Prints in stock	2,000
Nielsen moulding inventory	300
Frame corner samples	1,200
Glass- non-glare; cut sizes	550
Matboard & cut mats	750
<i>Misc hand tools, supplies; phone w/ caller ID;</i>	
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Any reasonable offer will be considered!

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January Meeting Notes...

Judging by the turnout at January's meeting that featured Business Plans and Goals, it would seem that there is a definite need for good information on the subject.

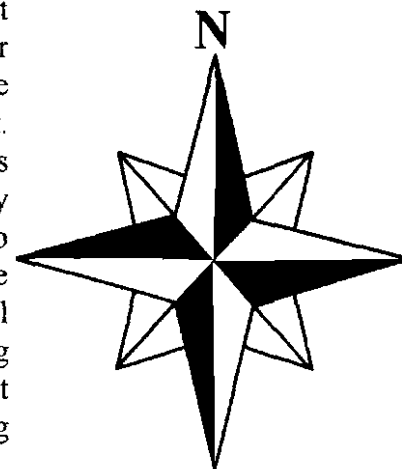
The two presenters, Ross McIvor, CPA, of McIvor Consulting of Bellevue, and Stephen Murphy, of Adaptech, Inc., a Seattle management consulting firm, did an outstanding job of helping the audience understand the reasons for a business plan and goals, as well as the process itself.

They stressed that the primary purpose of a business plan is to be an operational guide, and that a brief and concise Statement Of Purpose that accurately defines goals and direction is absolutely critical to a successful plan- and to successful operation.

Once the Statement of Purpose is established, then other elements of the business plan, like the marketing, financial, production, personnel, and general management sections can be prepared.

Then, once the initial plan is set up (even if its for a long-established firm), it should be continually reviewed and revised as needed to meet current and foreseen conditions. And, it is important to incorporate ways of measuring results against the plan's goals as part of this process.

Response to the presentation was so positive that it is likely that additional seminars or workshops will be offered on the subject. It is certainly is needed, especially since it is too easy to get caught up in the creative and technical aspects of the framing business, and neglect the underlying business aspects of it.



WE ALL NEED DIRECTION

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>EDUCATION PROGRAM AND BANQUET April 21 DOUBLETREE INN, TUKWILA</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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