

EVERGREEN PICTURE FRAMER'S GUILD

NEWSLETTER

APRIL 1996

SUNDAY
APRIL 21st

EPFG ANNUAL EDUCATION PROGRAM AND BANQUET

The Evergreen Picture Framers Guild is proud to present the 3rd Annual **Education Program and Award Banquet**. With the efforts and organization of a number of volunteers, we are able to offer an exciting mix of classes for this year's program. Plus, the day was changed to Sunday so more people could attend the classes. The location is the Double Tree Inn at Tukwila, the same location as in the past, which is convenient for those coming from both North and South.

The 1996 Awards Banquet is the main event of the Evergreen Picture Framers Guild's year-long calendar of activities, and features commentator Walt Crowley as Keynote Speaker. The Officers and Board Members wish to invite all members and non-members to the evening's festivities. The banquet will play host to the awards ceremonies, that include the framing competition winners and the vendor awards. The evening provides a unique opportunity to meet with others in the industry.

Thanks to the generous support of our vendor sponsors, EPFG is able to offer this banquet for only \$10.00 per person. With such a reasonable rate-why not bring the entire staff?

Another registration form, like the one mailed with your registration packet, is enclosed in this newsletter. Please note that the Membership ID #

is your PPFA # if you are a member of National; if, however, you are not a member of PPFA but are a member of The Evergreen Picture Framers' Guild simply note EPFG in the box. Membership has it's privileges- some of the class fees are greatly reduced.

We hope that you will take advantage of the programs offered, but if you are unable to attend the workshops, consider coming to just the banquet to enjoy the company of your fellow framers.

Hope to See you on the 21st!

Need a program description? See p9 for a reprint!

CHASING THE BLUES WITH A LITTLE GREEN By Dave Allred, CPF

An informal survey of Puget Sound framers and vendors revealed a mostly lethargic to downright dismal first quarter of 1996 for the framing industry. Hopefully, you were one of the fortunate ones that beat the odds and had a positive first quarter.

So how does a little green fight those slow-business blues? The little green is the money spent to meet with other framers and industry representatives at EPFG meetings and special events, like this month's education program and banquet.

And that benefits you through the sharing of ideas

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PRICING FOR PROFIT SURVEY FORM
Education Program & Banquet Registration

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and concepts that can increase your productivity, expand your market, and even create new markets.

Look at any successful group- business, political, social, or even service- and the common element is strong, active associations, and their members are active participants. Why? Because they know that those old slogans are true, like "there's strength in numbers" and "two minds are better than one."

Are picture framers any different? I don't think so! Continued, consistent participation in the EPFG and PPFA can give both the individual business and the industry as a whole a positive benefit, that will soften those slow-business blues and put you in the green!

But, you say, I don't want to give away my company secrets? Well, there's another old saying about giving and receiving, and you can believe that you will receive more that you give! We all have our "trade secrets," that for the most part should remain that way. But trying to make yourself look good by making the other guy look bad usually backfires.

So far, the second quarter is looking up, and that makes it a good time to use just a little of that new green to get into the pink with EPFG or PPFA!



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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
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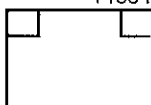
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22" x 28"	\$38.00	\$53.00
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32" x 42"	\$68.00	\$105.00
*40" x 60"	\$110.00	\$170.00

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EPFG ANNUAL PRICING FOR PROFIT SURVEY INSERT

Please be sure to fill out this important survey and return to President Frank- your input will help all of us (including you) get a handle on basic framing charges for our area of the country.

Questions? Call Frank or any EPFG Board member (see back page for phone No.s)

Thanks!

March Meeting Notes....

EPFG Member Allan Lamb, CPF, did an outstanding job of demonstrating the creation of glass boxes at the March meeting held at Backstreet Frame & Art, Bellevue.

The mechanics of making glass boxes are somewhat involved, but they are something just about any shop could offer and produce. Fortunately, Allan provided an illustrated 3-page handout on the fabrication steps required.

It was stressed that glass boxes are not a cheap substitute for acrylic boxes; in fact, they are more expensive to build because of the time required. But glass boxes do provide a distinct and dramatic visual effect not available with other methods of display.

Glass boxes have a few advantages over acrylic boxes, such as greater scratch resistance and minimal static electricity attraction. And, a glass box is ideal for displaying antiques or anything that would benefit from a stained-glass approach.

If you're interested in more information on glass boxes, contact Allan at Lamb Cottage Gallery.

Remember- the Education Program will replace the April meeting. See you at the Double Tree Inn!

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30"x40" Print Viewers on Wheels

One H & one V each holds 60 prints. \$250 ea.

Cash Register/Design Tables

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Approx 1700 SF, fully equipped with chopper, wall mounted mat cutter, 2 wall mounted glass & matboard cutters, vacuum press, hand tools, etc. Lots of ready mades. Nice display and layout tables.

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& Drawers \$ 600

Design Counters w/Mat Storage \$ 300

Cash Register Counter \$ 300

Glass Display Shelving \$ 250

Print Display Racks \$300 - \$700

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EDUCATIONAL PROGRAMS

Writing a Business Plan:

Stephen Murphy

Adaptech, Inc

9:00 a.m. - 3:15 p.m.

The first rule for any business owner is having a BUSINESS PLAN. We have heard this a hundred times, but... Enough excuses! Learn to write a business plan for your picture framing shop or gallery. Learn about a Functional Management System, Formulas for Success and the elements of a business plan. A model business plan will be presented for a fictitious picture framing shop.

The instructor for the Seminar is Steven Murphy of Adaptech, Inc. Steve has spent 20 years in the business world and is a firm believer in the systematic approach to business management, beginning with the business plan. Steve has been teaching classes at community colleges for last three years in an effort to assist small business people be more successful in their businesses. In today's competitive marketplace, business owners can not afford to be without a clear plan. Steven has tailored this program for the framing industry, by working with several local frame shop owners. This is a special seminar at a greatly reduced rate.

Cost: \$50.00 per person
class limited to 30 participants

Design, Display and Decoration:

Linda Horsfall, CPF

Framers' Inventory

9:00 a.m. - 3:15 p.m.

This three part class is perfect for framer's who are new to the industry as well as seasoned professionals looking for a motivating new ideas. The class will begin with design techniques, dealing with customers and "selling up". Participants will also have an opportunity for role-playing to try out new skills.

The second part of the class will cover display and merchandising. You will learn what kinds of displays and samples will make you much more effective at selling your skills, products and the concept of conservation framing to your customers. Students will make samples to take home with them.

In the third part of the class you will cover some decorative matting techniques, like the v-groove (and its many variations), offset corners and inlays. You will learn simple methods (using measuring stops) for creating these mats, and what type of artwork on which they look the best.

This class will be taught by Linda Horsfall, who has been teaching framing classes at Framers' Inventory, and around the Northwest for the past year. She is a CPF, has a degree in Fine Arts from the University of Oregon, and has been in the picture framing industry for over ten years.

Cost: \$40 member
\$80 non members
class limited to 20 participants

Framing Photography:

Allan Lamb, CPF

3:30 p.m. - 5:30 p.m.

Allan Lamb will discuss and identify the more important commercial photographic products from the 1840's to present day that you will see being brought in for framing. He will show many of the framing samples used in his new book *Framing Photography* and will highlight several new techniques that can be used for other framing subjects besides photography. Time permitting he

will discuss what a framer should know about the modern photographic copies now being produced by photographic studios, and what to do when one is brought into your shop.

Allan Lamb has been in photography since obtaining his degree in Technology Education from Western Washington State University, he continued his education at Ohio University. As part of his education he taught photography for five years. He has functioned as a nationally recognized picture framing instructor for the Professional Picture Framers Association (PPFA), Crescent Cardboard Co. and *Decor Magazine*.

He is a founding member of The Guild of Fine Art Care & Treatment Standards (FACTS) and a member of the FACTS Master Framing Research Project Committee and the Northwest Coalition of Professional Framers. He recently published book titled *Framing Photography* which will be volume six in the Vivian Kistler's The Library of Professional Picture Framing.

Cost: \$20 members
\$60 non members
class limited to 20 participants

Visual Wizard: an introduction to custom mats

Tim Taricco, CPF

3:30 p.m. - 5:30 p.m.

This class is for owners of the Wizard Mat Cutting System who are ready to go beyond the pre-programmed designs. Tim of Frame Plus has been custom cutting mats with Wizard since 1994. Taricco has been sought out by a number of impressive organizations and businesses for the work he can create with his wizard. He will be sharing his expertise by demonstrating how to use Visual Wizard to design your own custom mats, from usual shaped openings to logo cutouts, this class will start you on the road to exciting new possibilities with Wizard. Tim will also discuss added hardware and software that will make your Wizard run more efficiently.

Participants will also receive support materials.

Cost: \$100.00 per person
class is limited to 30 participants
Open to Wizard owners only

1996

January

Tuesday, Jan 9 7:30 pm
CHAPTER MEETING
Dimensions
Gallery & Framery
206 105th Avenue NE
Bellevue (206)455-0607

Jan 30- EPFG Board Meeting

February

Tuesday, Feb 13 7:30 pm
CHAPTER MEETING
The Frame Makers
6724 W 19th Street
Tacoma (206)564-2320

March

Tuesday, Mar 12 7:30pm
CHAPTER MEETING
Backstreet Frame & Art
10240 Main Street
Bellevue (206)455-9442

Mar 26- EPFG Board Meeting

April

EDUCATION
PROGRAM AND
BANQUET
Sunday, April 21
DOUBLETREE INN,
TUKWILA

May

Tuesday, May 14 7:30 pm
CHAPTER MEETING
ANNABELS FRAMING
AND GALLERY
2531 Broadway Avenue
Bellingham (206)258-6402

May 28- EPFG Board Meeting

June

Tuesday, June 11 7:30 pm
CHAPTER MEETING
STUDIO MOULDING
8214-B S 192nd Street
Kent (206)656-2940

July

Tuesday, July 9 7:30 pm
CHAPTER MEETING
FRAME DESIGN NORTHWEST
1420 NW Gilman Blvd
Issaquah (206)392-9727

July 30- EPFG Board Meeting

August

Tuesday, Aug 13

EPFG PICNIC

Watch for Details!

September

October

November

December

EVERGREEN PICTURE FRAMER'S GUILD

C/O DAVID ALLRED, CPF

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Please recycle!

1996 PRICING FOR PROFIT SURVEY

THE BOARD OF EPFG IS DOING A PRICING SURVEY. If at all possible please fill out this form and mail it before June 1st. We will be running the results in the June or July issue of the EPFG Newsletter. We can only do this with your cooperation. All responses are confidential, in fact, we don't even ask for your name. We need at least 40 responses to accurately calculate the averages. Please do not assume we will have enough without you. WE NEED YOUR INPUT!

	16 X 20	24 X 30	30 X 40
Regular Glass			
Tru Vue Conservation Clear TM			
Plexiglas TM or other acrylic glazing			
Coated Glass (Denglas, Crystalview, etc.)			
Fitting (Normal for Wood Frame)			
Single Archival Mat (ie: Crescent 1550)			
Single Regular Mat (ie: C901)			
Dry Mount			
Spray Mount			
Wet Mount			
Conservation Fee *			
Stretching Oils **			
Lacing needlework onto rag board			

*Includes 4 ply rag mount board with the artwork hinged to it with japanese paper hinges and startch adhesive. ALSO includes a 4 ply rag window mat hinged to the mount board as recommended in PPFA Guidelines.

**Includes stretcher bars.

Multiple Openings (rect.) per opening: Labor Rate per hour for special work:

In the past we have use this space to ask for the discount rates you give to various customers such as interior designers, artists, etc. This year we would like to ask some questions which have come up at several meetings.

What advertising media works the best for you? _____

How much do you spend on advertising and/or marketing? (expressed as % of Total Sales) _____

What percentage of your framing sales goes for materials (Cost of Goods)? _____

What percentage of Total Sales goes for rent (and/or other property costs, i.e.: triple net)? _____

How much is your average frame job? (Total framing sales ÷ # of pieces) _____

Here's one we get asked a lot: What is your employee's (if any) average wage? New hire: _____ After one year of experience? _____ With 2 years? _____ 3 years? _____ over 5 years? _____

What specific business service would you most like to see EPFG provide?

Please price this package:

Frame Size: 16 X 20

Nielson 05 Silver Frame

Regular Glass

1 Cons. Mat (Crescent 1610)

Mount (Preferable Dry)

Regular Fitting

TOTAL PRICE:

The Board of EPFG hopes that this survey will help make your business more profitable. If you have any questions you would like to see on the next survey please jot it down anywhere on this form. Thank you for your time.

Please take a few minutes to answer the questions on the back of
this form.

WE DO NOT WANT YOU TO SIGN THIS FORM.

Many of the chapters in PPFA are completing their own surveys on member pricing. Upon your return we will compile data and provide you the information on low, high and average prices in the area. We appreciate your cooperation.

The survey printed in DECOR is based on a selected small group of frame shops and we know the information may vary greatly for our area. You may read the July DECOR for information on their survey.

FOLD AND TAPE OR STAPLE

PLACE POSTAGE HERE

SEND TO:

Evergreen Picture Framers' Guild

C/O Frank Larson

19928 Bothell Everett Hwy

Unit 1116

Bothell, WA 98012

FOLD AND TAPE OR STAPLE

REGISTRATIONS/RESERVATIONS

In order to properly plan for the program on April 21st - we need to have this registration form completed and returned to the address listed below, by April 15th. Please be sure to include your choice for a dinner entree. Your Choices are London Broil, Grilled Chicken Breast or a Vegetarian entree.

The cost for the Educational Programs are:

Writing a Business Plan

\$50.00 per person

Design, Display and Decoration

\$40.00 per member

\$80.00 per non-member

Framing Photography

\$20.00 per member

\$60.00 per non-member

Visual Wizard:an introduction to custom mats

\$100.00 per person

Open to Wizard owners only

Framing Competitions

I/we will be entering the **Print Competition**
(one print entry per shop)

I/we will be entering the **Open Competition**
of pieces that will be entered

Company name: _____

CLASS REGISTRATIONS

NAME	CO. NAME	CLASS TITLE	COST

DINNER RESERVATIONS

NAME	CO. NAME	DINNER CHOICE	COST

Please make your checks payable to EPFG and return this form to:
Frame Design N.W.
 1420 N.W. Gilman Blvd #3
 Issaquah, WA 98027

TOTAL
CHECK # & DATE
Membership ID #