



EVERGREEN PICTURE FRAMER'S GUILD

NEWSLETTER

MAY 1996

ANNUAL EDUCATION PROGRAM AND BANQUET WAS A WELL-ATTENDED SUCCESS

By Jodi Norton, CPF

The Third Annual EPFG Education Program & Awards Banquet is over, and now is a time of reflection.

Over the past three years the program has evolved into an exciting one-day slate of events, and to recap the events would be a challenge for any one person. One highlight for myself was the fact that program quality and class attendance exceeded past years.

The Officers and Board have spent a great deal of time organizing and planning top-quality programs, and I personally feel that they have done an outstanding job in providing this chapter with exceptional opportunities. Any time professionals are afforded the chance to improve on their skills and knowledge is another highlight!

The fact that this chapter is able to rally support from our vendors, **Larson-Juhl, Framers' Inventory, Jayeness Moulding, Hartung Glass, Art Laminators, Tru Vue Miller, National Glass, Nurre Caxton, Studio Moulding & Ferensoft** IS A HIGHLIGHT! We as a chapter offer these sponsors **nothing** in return for their underwriting of this event, but it is their unconditional support that makes this event possible.

Our first banquet keynote speaker, commentator Walt Crowley, was another outstanding highlight of the day. Mr. Crowley presented an in-depth and sobering look at the Media, especially electronic, titled "The Tower of Bable."

The framing competition is always a highlight (even when you aren't competing) this year was no exception. An outstanding print

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Walt Crowley, Keynote Speaker



PPFA Print Competition 1st Place Winners Shelly Bedsaul and Mary MacAlhancy with Guild President Frank Larson

ART TALK - GICLEE PRINTS

By Paul Miller, CPF

I would recommend that everyone take the time to thoroughly read the April 1996 issue of Art Business News. ABN's own article on "The Challenge of Giclee Prints" is interesting and informative, but I was personally impressed with the "Trade Talk" letter from Christian Title, owner and CEO of Colville Publishing.

The overall warning, for those without access to the articles, relates to print longevity using the Giclee printing technique. The print itself is quite luxurious and rich looking when new, but the printer requires inks processed from vegetable dyes. These inks lack pigment, essential to fade resistance and long print life.

inside... Education Program & Banquet
Art Talk - Giclee Prints
EPFG Library Listing & Additions

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PRICING FOR PROFIT SURVEY FORM

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Such inks from dyes, as quoted in the article, may last 8 to 10 years without special care. I have received additional information that the 10-year life quote is only if the Iris brand printer is set up with special "fine art" inks. If the printing is done with the standard Iris inks, Colville claims the life span is only 2 1/2 years!

This raises the additional question as to how the consumer or the framer would know which inks were used to create the picture? Or further, would the publisher even know? Most of the publishers farm out their printing, and are only checking the results of the press runs - not the tech specs of how they are created.

We have been receiving sales materials and ads from various art publishers touting the giclee print for about two years. All of these materials have been selling the concept of the giclee as a step up from quality offset printing. They have talked about the resolution of the printed image, and some have priced it as though it might be competitive to a quality silk screen.

My own thoughts regarding the giclee have been in what the technique can do to reduce the art publishers costs, not make it more expensive. After creating the digital scan from the original, the publisher could run off twenty copies - for their sales people and ad department - for a test market to determine the size of the edition without the investment of a full printing run.

Regardless of the cost factors, I feel we must be informative with our customers about what is going on. If not forewarned, will the customer think the publisher is at fault when the image starts to fade and lose colors? The publisher promised great things in the ad, and talked about all the advantages of the new giclee printing. Would they have misled the public? - never!

(Continued on page 8)

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(Continued from page 1)

print was chosen for the Print Framing Competition; *Winter Cardinal* by Gene Ledes. This image proved to be a challenge and a creative Mecca for participants in the competition. Talents were showcased by the variety of designs and techniques.

The open competition was another highlight. Creativity was the watchword, with a cross-section of innovative designs and a record number of participants. The winners of the above mentioned competitions are shown to the right.

As Frank Larson mentioned during the awards, the first place winner in the Print Framing Competition receives airfare to Las Vegas to compete in the National Framing Competition, plus \$100.00 in spending money (I will have you know- This Chapter's prize structure is the envy of many other chapters). All ribbon winners in the Print category are eligible to participate in the National Framing Competition; however, there are some restrictions. If you have any questions, please contact Linda Watson or myself at Frame Design Northwest (206) 392-9727.



Shelly Bedsaul, 1st Place, Open Competition

This is the third year for the Vendor Service of Excellence Award, a chance for EPFG members to comment on the products and service of our Vendor/Sponsors. This is a measure of commitment to us and our industry, through professional service and quality of merchandise, more than a popularity contest or a contest of size and strength. This year's winner was **FRAMERS' INVENTORY** of Portland, Oregon. Congratulations to Mary Murray, General Manager and Susan Malcom, our local rep... Good Job to you, and the rest of your team.



Mary Murray accepting Vendor Service Award (top) with Spouse Doug (bottom)

The more personal side of the vendor awards is the Sales Person of the Year Award. This award recognizes the outstanding sales person in the framing industry for this area. This is only the second year that this award has been presented, but like last year, the voting was very close and speculation high. The winner for Sales Person of the Year for 1996 was **Jeff Schuffman** of **Jeffrey Schuffman & Assoc.** Jeff is an independent rep for companies such as Piedmont, Vicki Schoeber Papers, Max Moulding, Colonial Moulding as well as fine art. Jeff has been an outstanding contributor to this industry not only through his professional lines, but his continuing participation with the EPFG.



Jeff Schuffman receives 2nd annual Sales Person of The Year Award

Congratulations to all the winners, but aren't we all winners for having been there and participated?

FRAMING COMPETITION AWARDS

PPFA PRINT COMPETITION

- 1st Place: Shelly Bedsaul/ Mary MacAlhaney \$100*
The Frame Dame/ Blue Heron Gallery
 - 2nd Place: Kiyoshi Toda, Accent on Framing \$50
 - 3rd Place: Husted Gallery, (Name not provided) \$25
 - Popular Choice: Husted Gallery \$100
 - Honorable Mention: Don Jones, Alpine art & Frame
- *Plus air fare to PPFA National & \$100 expense money

OPEN COMPETITION

- 1st Place: Shelly Bedsaul, The Frame Dame \$100
- 2nd Place: Laura McGuire, Anabel's Framing/ Gallery \$50
- 3rd Place: Kiyoshe Toda, Accent on Framing \$25
- Popular Choice: Laura McGuire, Anabel's \$100

CONGRATULATIONS, WINNERS!



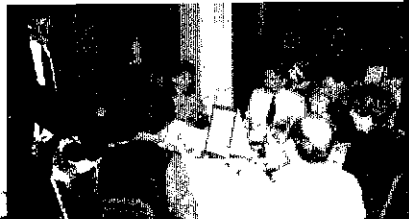
Laura McGuire, 2nd Place & Popular Choice, Open Competition



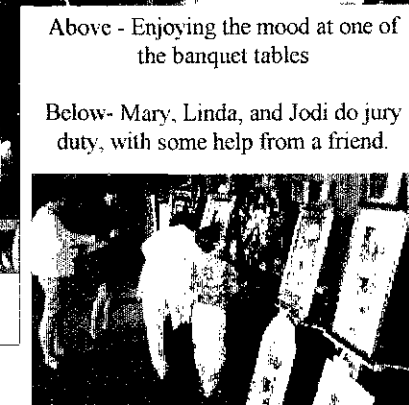
Kiyoshi Toda, 2nd Place Print, 3rd Place Open Competition



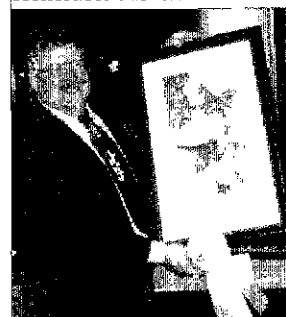
Above- Husted Gallery 3rd Place & Popular Choice. Below - Don Jones, Honorable Mention



Above - Enjoying the mood at one of the banquet tables



Below- Mary, Linda, and Jodi do jury duty, with some help from a friend.



MORE PICTURES ON PAGE 8.....

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- ◇ Vidio, **RECOGNIZING GRAPHIC ART TECHNIQUES**, produced by FACTS, is an excellent guide to the many types of graphic art techniques.
- ◇ Book, **THE GILDER'S MANUAL**; a reprint of a historical text (1878) that is "a complete practical guide to gilding in all its branches. Designed for all trades in which gilding is used including silvering. An interesting background book, with many How-To articles, but sometimes difficult to follow.
- ◇ Book, **PRACTICAL GILDING** by Peter & Ann Mactaggart; a contemporary, easily understood and useful book on how to gild, it covers the basics of oil and water gilding. Designed as a text for beginners, it is well worth the time to read and then do some experimenting. 70 pages.
- ◇ **GILDING TOOLS**: Got the Gold Bug? Check out our new gilding tools: Gilder's pad, tip, & knife; agate burnishing tools; brushes. This "starter kit" was added to the library to give guild members the opportunity to experiment and practice leafing with only the purchase of consumables. Even these may be a shared cost between members. This is one more benefit of EPFG Membership!

CONTACT:

Allan Lamb, CPF
 Lamb Cottage Gallery
 Lynnwood - (206)776-1911

OTHER LIBRARY ITEMS:....

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
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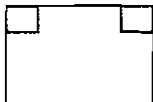
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A LOOK AT SOME OF THE CLASSROOM ACTION..



Allan Lamb demonstrates technique and theory in his Framing Photography class.



Stephen Murphy makes a point on Writing a Business Plan to class members.



Tim Taricco takes his class thru an introduction to custom mats on the Visual Wizard.



Linda Horsfall shares material in her Design, Display, and Decoration Class.

(Continued from page 2)

Or will the customer tend to blame the framer? I have certainly had customers blame me for fading ink on posters. If the print is a couple of hundred dollars, rather than \$35, I think the customer will be even more upset. And the customer will remember what it looked like before framing.

Just as we have learned to handle color photocopies in a protective manner, and use conservation glass, I feel we must do the same thing with the giclee print. Conservation glass and the proper mat package should extend the life of the print an additional two to five years from the expected life. I question if even that life cycle will be satisfactory in a "fine art" print.

The big question is really how the art gallery sells the product. What are we doing, selling such a limited-life product anyway? For those of us that sell art, it really is a soul search when the customers responds in a positive manner to an image they like, and it happens to be a giclee print. We really should be telling the customer the true story before the purchase of the art - not just before the framing.

I plan to have Mr. Title's letter framed for my customers to evaluate. I want them to know and make the judgement. Then I can serve them to meet the needs of their decision. I think the industry should salute Mr. Title's courage and candor in discussing the problems involved so that the entire industry can know, and take the steps necessary to clear their conscience.

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1996

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Jan 30- EPFG Board Meeting

February

Tuesday, Feb 13 7:30 pm
CHAPTER MEETING
The Frame Makers
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March

Tuesday, Mar 12 7:30pm
CHAPTER MEETING
Backstreet Frame & Art
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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
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AND GALLERY
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May 28- EPFG Board Meeting

June

Tuesday, June 11 7:30 pm
CHAPTER MEETING
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Kent (206)656-2940
Faux Finishes

July

Tuesday, July 9 7:30 pm
CHAPTER MEETING
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Business Relationships

July 30- EPFG Board Meeting

August

Tuesday, Aug 13

EPFG PICNIC

Watch for Details!

September

October

November

December

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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

	16 X 20	24 X 30	30 X 40
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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 starch 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