



Picture  
Framers  
GUILD

## MOM AND POP: WHAT'S WRONG?

By Frank Larson, EPFG President.

A few days ago I was talking to someone about business when a shop name came up and he said something to the effect: "That's just a mom and pop shop." As if just because a shop is small it's not important - not worthy of notice. In fact, I have heard this term used as something almost derogatory. Since when is it a sin to be small? What's wrong with being a mom and pop store? It's the small shop that built this industry. At least half if not more of the custom framing currently being done in the US. is done by 1- to 3-employee shops (including the owner).

Part of the problem is the concept that the small store has sloppy business practices. At one time this may have been true (though I doubt it!). When times are good, it's easier to run a successful business- there always seems to be enough money. Not so anymore. Times are tougher. Competition has increased dramatically. If a shop has managed to remain open these last few years, they didn't by using poor business practices. They did so by adapting to the business climate and learning what they had to do in order to survive- which is one of the advantages a small business has... adaptability. Necessary changes can be made quickly and effectively. Adapting to the marketplace by changing your marketing, downsizing, up scaling, updating your samples, updating the storefront, and updating your business practices are much simpler and quicker on a one- or two-man basis, no committees to go through!

The small business owners have changed. They are more savvy and educated today than they ever have been before. They have to be. Not so perfect business practices still exist but are rarer every day. Every penny has to be watched and accounted for. (A perfect use for a computer, I've noticed that almost every shop has a computer now. Most are used for customer tracking, and now more and more are being used for accounting.) The days of going to the accountant with a box of receipts and a box of checks once a year are gone. The successful small business needs to know ASAP any changes in their business in order to adapt.

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Mom & Pop- What's Wrong  
New book by Allan Lamb  
EPFG Library Listing  
Meeting Notes - May, June

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NEWSLETTER JUNE 1996

### JUNE MEETING

Tuesday- June 11

STUDIO MOULDING

8214-B South 192nd Street

KENT (206) 656-2940

#### FROM I-5:

Exit 1-5 to I-405 N (towards Bellevue); From 1-405 exit to 167 S (towards Auburn); Go Approx. 1 3/4 Mi to S180th exit; stay in center lane on exit ramp, turn left, go S on East Valley Road 1 mile to S 192nd St, turn right, then right at 2nd Driveway; **Studio** is towards the back of the complex on the left side.

#### FROM THE EASTSIDE:

Take 1-405 S to 167 S exit, follow above

**TOPIC: FAUX FINISHES**

## ALLAN LAMB HAS NEW BOOK ON PHOTOGRAPHY FRAMING

EPFG member Allan Lamb's newly published book, "FRAMING PHOTOGRAPHY" is now out. It is book six of the Vivian Kistler's Library of Professional Picture Framing series. The book addresses the history of photography and includes a useful timeline chart showing the period of use for the various commercial processes. It also discusses early presentation techniques and provides a chart that should be useful in identifying the various processes.

Probably the most important section deals with the use of the proper materials when mounting and matting photographic materials. Photographic materials often have a split personality and must be handled differently depending on the emulsions used in the print. This is the first book on the market to discuss that

*(Continued on Page 7)*

#### **NEW LOGO AND LABELS Are Here..**

EPFG Member window and dust cover labels are here and will be distributed within the next month! To get yours quicker, contact Pres. Frank Larson.

(Continued from page 1) *Mom & Pop*

Anybody that can make a living working for themselves in these tough economic times deserves a great deal of respect. Don't let anybody tell you that you don't matter, that you're JUST a mom and pop shop. If you are one of those mom and pop shops, feel proud! You built this industry!

**BUSINESS PLAN MANUALS AVAILABLE!**

Several of the Business Plan Manuals that were used in the Annual Education Program are available for only \$15 each. If you weren't able to take the course, this is the next best thing, and could make all the difference to you in preparing that new business plan. Contact Jeff Schuffman, at (206) 223-1810 to arrange for yours.

(Continued from page 1) *Allan Lamb*  
difference

For those looking for new ideas for presenting photographs, a section has been provided with 20 different projects that deal with such things as case-mounted photographs, card-mounted photographs, shadowboxes, convex prints, albums, and more.

Allan has been involved in photography since obtaining his BA in Technology Education from Western Washington University in 1965, and taught photography while doing advance studies under Clarence White Jr at Ohio University. He managed Federal photographic programs and organizations for over 25 years, until he retired from his Air Force commission in 1987.

He is a nationally-recognized instructor for the PPFA, Crescent Cardboard Company, and Decor Magazine, and has served 3 years as EPFG president and as a PPFA judge for National competition. Allen now serves on the EPFG Board, is a founding member of The Guild of Fine Art Care & Treatment Standards (FACTS).



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### EPFG LIBRARY SELECTIONS

#### 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
- The Gilder's Manual
- Practical Gilding

**NEW!**  
Gilding tools starter kit!

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- 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
- Recognizing Graphic Art Techniques- FACTS

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1/4 PAGE*	\$40	\$220	\$440
1/2 PAGE	\$75	\$413	\$825
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\*A 3-month minimum required for product and service ads

MEMBER CLASSIFIED ADS - NO CHARGE

(Product or service ads per above schedule, however)

Camera-Ready ads due by 1st day of issue month

Allow 3- 5 days additional for rough or phone ads

## CHAPTER MEETING NOTES....

May's chapter meeting at Annabel's Framing and Gallery in Everett featured a rather lively round-table discussion on the use of fillets. There were surprisingly diverse methods in both technique and pricing of these effective framing elements. Usage of fillets ran from a few a month to a fairly high percentage of the jobs done.

Regardless of the techniques used to cut and fit fillets, it seemed clear that this is definitely a process that improves with practice, especially the time factor. And, there didn't seem to be any one "best" method for fillet application.

Art protection was a key consideration in the discussion; how can fillets be used safely with valuable or collectable art? There are obvious concerns, and also some safeguards that work to various degrees. This is a question that needs continuing attention.

### JUNE MEETING...

Every shop should have at least some faux finishing capabilities at their disposal. Some framers have developed this practice to a true artform, but whatever level you're at, the June meeting at Studio Moulding in Kent is a truly relevant one to all framers.

Whether you're a heavy or occasional or never user of this technique, don't miss this opportunity!

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**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  
Fillet Roundtable  
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  
Faux Finishes

**July**

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

July 30- EPFG Board Meeting

**August**

SUNDAY, Aug 18  
EPFG PICNIC & BBQ  
Lk Sammamish State Park  
Issaquah  
FOOD, FUN, SUN!  
Details in July Newsletter

**September**

Tuesday, Sept 10 7:30 pm  
CHAPTER MEETING  
RAINDROPS GALLERY  
9425 35TH Avenue NE  
Seattle (206)368-9323  
Merchandizing/Marketing

Sept 24- EPFG Board Meeting

**October**

Tuesday, Oct 8 7:30 pm  
CHAPTER MEETING  
Dimensions Gallery & Framery  
206 105th Avenue NE  
Bellevue (206)455-0607  
Insurance - Business & Benefits

**November**

**December**

**NO MEETING**

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