

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

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 he 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 husiness needs to know ASAP any changes in their business in order to adapt.

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Mom 8 Pop- What's Wrong inside... New book by Allan Lamb **EPFG Library Listing** Meeting Notes - May, June

NEWSLETTER

JUNE1996

JUNE MEETING Tuesday- June 11 STUDIO MOULDING 8214-B South 192nd Street KENT (206) 656-2940

FROM 1-5:

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 sir 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 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 guicker, 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!

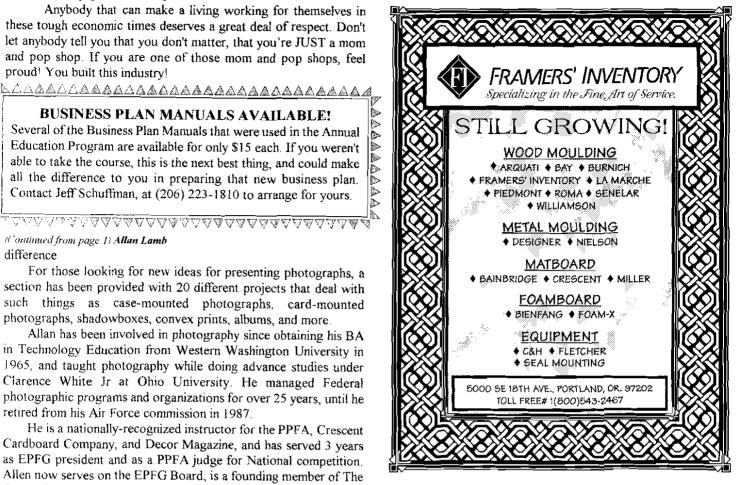
Several of the Business Plan Manuals that were used in the Annual Education Program are available for only \$15 each. If you weren't able to take the course, this is the next best thing, and could make all the difference to you in preparing that new business plan. Contact Jeff Schuffman, at (206) 223-1810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

K ontinued 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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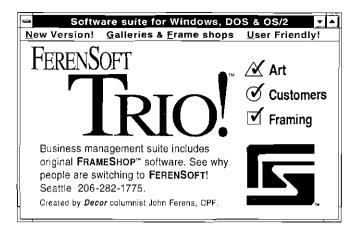
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PPFA Guild: Guidelines for framing works of art on Paper Guidelines for framing works of art on Canvas

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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 revelant 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 Bivd Issaquah (206)392-9727 Business Relationships

July 30- EPFG Board Meeting

August

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

November

December

NO MEETING

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

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