



Picnic
August
JULY

NEWSLETTER JUNE 1996

1996 EPFG PRICING SURVEY RESULTS ARE

IN.. and are shown on easy-to-use lift-out pages 5 and 6 in this issue. Hopefully, these annual surveys will be useful to just about everyone - and will prompt many more of us to participate in next year's survey to make the results even more representative.

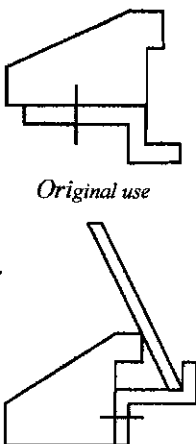
Thanks to Frank Larson, EPFG President, for the excellent job and the many hours of work it took to put this well-done

PRODUCT REVIEW- RABBETSPACE

by Allan Lamb, CPF, EPFG Board.

RABBETSPACE by Frame Tek, Inc., introduced to the framing market last summer, can be a useful tool for a variety of jobs. Made of satin black acrylic, Rabbetspace is safe against artwork and mats.

Although originally designed to extend the back of a frame to accommodate thicker mat, glass, etc. packages, a little imagination can result in many creative uses: Flip it over, and it becomes a neat backside for a 2-sided frame. Or make a custom easel with Rabbetspace and a piece of moulding. Of course, it can be used as a traditional spacer for glass, or even a short shadowbox. And, Rabbetspace can be used as a barrier between the frame and art and mats.



Original use

The Rabbetspace Emergency Assortment

Kit, which includes four sizes of spacer plus small screws, a drill bit, and a Philips bit, is recommended for the first purchase. Rabbetspace can be cut on a chopper or saw, and wood support blocks for this purpose are included in the kit. ATG can be used to hold the spacer in place while drilling and installing screws, and brads may be used for some applications.

If this is a product of interest to you, check your suppliers for availability, or look up Frame Tek in the various trade references.

JULY MEETING
Tuesday- July 9
FRAME DESIGN NORTHWEST
1420 NW Gilman Blvd
ISSAQUAH (206) 392-9727

FRAME DESIGN NORTHWEST IS APPROX 15 MILES EAST OF SEATTLE, JUST OFF I-90.
Take **Exit 15 FROM I-90-** go South on SR 900 (towards Renton). Turn **left on Gilman Blvd** (first lite So of I-90); Turn **left on NW 12th** (first lite on Gilman Blvd), into The Meadows Shopping Center. Follow road to the left, and Frame Design NW is in the first group of businesses on the left.

TOPIC: BUSINESS RELATIONSHIPS
See page 7 for more details

MARK YOUR CALENDAR!
SUNDAY, AUGUST 18
EPFG PICNIC & BBQ

We've worked hard this year, and now it's time to have a little fun! In the Sun! And the Guild will furnish the BBQ stuff and the soft drinks! All you need to bring is your side dish-yourself, and your family!

Unfortunately, we still need to nail down the location, but you will know well in advance of the 18th. There were some unresolved problems with Lake Sammamish State Park as of press time, so another location may have to be selected.

As the old saying goes, the more the merrier- so please plan on coming to a great picnic and BBQ! Mark it down now!

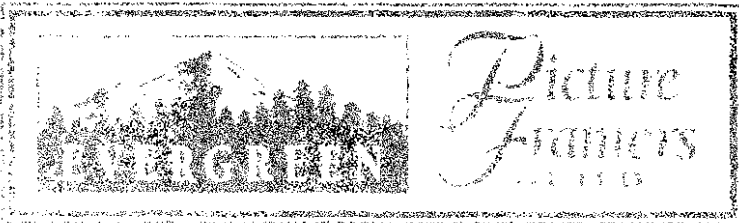
inside...

- Product Review - Rabbetspace
- 1996 EPFG Pricing Survey Results
- EPFG Library Listing
- Meeting Notes - June, July
- Calender

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NEW LOGO AND LABELS... see page 2
EPFG Member window decals and dust cover labels are here; details on page 2.

NEW EPFG LOGO AND LABELS ARE AVAILABLE FOR MEMBERS



Above is an example of the new logo that is the result of several months of deliberation and work by the board to provide an identity for members to display on store windows and dust covers. The window decal is double-sided foil, 4" x 5", with a separate member year decal. Dust cover labels are smaller versions, and both are like the example above, but with the wording below the picture rather than beside it.

Many members now have their set of the new logo labels, and the Board would like all members to have a supply. They will be available at meetings, or to request by mail, call President Frank Larson, who has the supply.

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.



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- ✂ COMPLIMENTARY LUNCH!

1st ANNUAL
FRAMERS SWAP MEET

If you would like to purchase some space to "sell your wares", it's only \$10.00. Contact Kari Foteff at Framers' Inventory.

2ND ANNUAL FRAMING CONTEST

Framers' Inventory is sponsoring a framing competition once again! It will be an open competition, so you may frame anything your heart desires...this is an opportunity to really let your creative juices flow! Call Linda Horsfall for more info. Winners will be announced during Customer Appreciation Day.

All of these exciting events are happening SUNDAY, AUGUST 25th, from 11:00 am to 3:00 pm. Please come join us!

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 FAX: 1-206-486-4978



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1996 EPFG PRICING SURVEY REPORT

Finally, the survey you have been waiting for is done. I have added a couple of columns to the results which make it easier to compare with the last survey. Besides the 1994 averages I thought it might be interesting to see how much change there had been in 2 years. I was a little surprised that in many cases the average prices had dropped by as much as 12%. I doubt very much that there are many shops that have actually lowered their pricing. It's much more likely that the low response to the survey is to blame. I have many times stated that 35 to 40 responses was very low for an accurate analysis. I had hoped for a much larger sampling but 35 is what I got. As you look at the chart below and on the next page you can see that the lower counts often show the greater percentage of change. Use these numbers at your own risk. I wish to thank all of you who responded to the survey. I hope you are able to make good use of this.

For those who didn't read the survey some explanations may be necessary. Conservation Glass refers to Tru-View Conservation Clear™ or equivalent, Coated Glass is Denglas™ or similar product, Fitting is for a wood frame, Archival Mat is specified as a Crescent 1550, Conservation Fee includes a 4 ply rag window mat hinged to a 4 ply rag backing board with the artwork archival hinged with Mulberry paper and starch adhesive as per PPFA guidelines. Stretching Oils includes the stretcher bars and Lacing Needlework includes using a rag board.

A little explanation on the difference between average and median may be in order. The average is of course the total of the samples divided by the count. The median is the center most value. For example if you had 3 numbers; 1,3,7; the average is 3.7 and the median is 3. If there is a large difference between the two you can bet there is an extremely high or low value(s) skewing the average.

	AVERAGE	MEDIAN	MAX.	MIN.	COUNT	1994 AVE.	% Change
Regular Glass: 16 X 20	\$8.06	\$7.95	\$13.00	\$4.50	35	\$8.17	-1.4%
24 X 30	\$17.22	\$17.55	\$21.56	\$10.85	35	\$16.81	2.5%
30 X 40	\$27.94	\$27.50	\$37.30	\$18.00	35	\$26.57	5.2%
Conservation Glass: 16 X 20	\$15.79	\$15.57	\$27.00	\$10.90	32	\$17.37	-9.1%
24 X 30	\$34.18	\$34.20	\$48.14	\$25.00	32	\$35.87	-4.7%
30 X 40	\$52.96	\$52.70	\$83.20	\$40.00	32	\$53.99	-1.9%
Acrylic Glazing: 16 X 20	\$15.65	\$14.34	\$31.97	\$9.74	30	\$15.93	-1.8%
24 X 30	\$33.83	\$31.23	\$71.81	\$21.78	30	\$33.90	-0.2%
30 X 40	\$55.40	\$52.98	\$119.62	\$36.30	30	\$54.82	1.1%
Coated Glass: 16 X 20	\$47.82	\$45.00	\$97.36	\$18.80	21	\$54.35	-12.0%
24 X 30	\$94.93	\$90.00	\$216.56	\$42.35	21	\$107.48	-11.7%
30 X 40	\$155.34	\$143.17	\$359.60	\$70.56	20	\$160.25	-3.1%
Fitting: 16 X 20	\$13.04	\$11.05	\$35.00	\$6.60	31	\$11.65	12.0%
24 X 30	\$19.22	\$17.20	\$38.55	\$11.50	31	\$17.09	12.5%
30 X 40	\$24.69	\$22.00	\$54.21	\$15.30	31	\$22.99	7.4%
Archival Mat: 16 X 20	\$16.43	\$16.50	\$26.35	\$7.20	34	\$15.74	4.4%
24 X 30	\$24.40	\$24.80	\$40.55	\$14.50	34	\$23.73	2.8%
30 X 40	\$31.71	\$32.18	\$52.20	\$17.50	34	\$31.09	2.0%
Regular Mat: 16 X 20	\$8.76	\$9.00	\$18.00	\$5.20	25	\$9.02	-2.9%
24 X 30	\$13.60	\$13.00	\$30.00	\$7.50	25	\$13.63	-0.2%
30 X 40	\$18.12	\$18.10	\$36.00	\$6.00	25	\$18.18	-0.3%
Dry Mount: 16 X 20	\$10.70	\$10.88	\$18.50	\$3.60	23	\$11.20	-4.5%
24 X 30	\$16.69	\$17.27	\$27.50	\$5.40	22	\$17.31	-3.6%
30 X 40	\$22.61	\$22.83	\$37.50	\$7.00	22	\$24.13	-6.3%
Spray Mount: 16 X 20	\$10.51	\$10.53	\$15.95	\$5.70	22	\$9.82	7.0%
24 X 30	\$16.56	\$16.10	\$26.49	\$10.85	22	\$14.86	11.5%
30 X 40	\$22.88	\$21.80	\$42.18	\$14.65	22	\$19.79	15.6%

Wet Mount: 16 X 20	\$11.79	\$11.80	\$15.95	\$5.20	16	\$11.05	6.7%
24 X 30	\$18.11	\$17.65	\$26.49	\$10.85	16	\$16.52	9.6%
30 X 40	\$25.64	\$24.43	\$42.18	\$18.09	16	\$22.13	15.9%
Conservation Fee: 16 X 20	\$25.61	\$23.88	\$47.05	\$10.40	26	\$26.46	-3.2%
24 X 30	\$38.73	\$34.05	\$80.00	\$16.50	26	\$40.24	-3.7%
30 X 40	\$51.82	\$45.33	\$103.20	\$21.90	26	\$53.87	-3.8%
Stretching Oils: 16 X 20	\$29.93	\$26.18	\$66.00	\$11.75	28	\$27.25	9.8%
24 X 30	\$42.90	\$39.71	\$97.50	\$16.40	28	\$39.74	7.9%
30 X 40	\$57.04	\$54.00	\$129.00	\$20.00	28	\$52.94	7.7%
Lacing Needlework: 16 X 20	\$28.77	\$24.50	\$64.00	\$10.88	22	\$25.07	14.7%
24 X 30	\$42.91	\$39.00	\$98.00	\$17.03	22	\$35.27	21.7%
30 X 40	\$55.93	\$49.00	\$140.00	\$20.00	22	\$49.70	12.5%
Multiple Openings each:	\$3.30	\$3.00	\$10.00	\$1.00	35	\$3.19	3.5%
Labor Rate per Hour	\$34.12	\$35.00	\$48.00	\$15.00	33	\$31.84	7.2%
Specified Frame Job:	\$80.10	\$79.71	\$112.07	\$50.25	34	\$75.82	5.6%

In the business related section there were some interesting results. It was interesting to see how accurate some of the answers were and how approximate others were. The average frame job had the most variance in the answers. Many of the responses were "about \$100" or "about \$150", meaning of course that the number isn't actually tracked. One person not only responded with an exact figure (to the penny) but gave me the amounts for 3 years. It seems their average sale has been dropping by about \$5 per year. "Why?" should make for an interesting future newsletter article.

	AVERAGE	MEDIAN	MAX	MIN	COUNT
% of Total Sales spent on:					
Advertising:	5.7%	5.0%	15.0%	0.05%	29
Cost of Goods:	31.4%	30.0%	50.0%	22.0%	26
Rent:	14.4%	14.5%	30.0%	3.0%	26
Store's Average Frame Job:	\$114.59	\$100.00	\$245.00	\$45.00	29
Ave. Wage for Experience of:					
New Hire:	\$6.10	\$6.00	\$7.75	\$5.00	24
1 Year:	\$7.05	\$7.00	\$8.50	\$6.00	23
2 Years:	\$8.00	\$7.50	\$12.00	\$6.50	19
3 Years:	\$8.82	\$8.50	\$14.00	\$6.50	18
5 Years:	\$10.01	\$10.00	\$16.50	\$7.00	17

The most popular responses to the most effective advertising were: direct mail, word of mouth and Yellow pages in that order. No surprises there I'm afraid. Some of the other responses were interesting: radio ads, store front displays, newsletters, Cable TV. A couple of answers were "I haven't found anything that works, any ideas?". Looks like an idea for another good newsletter article, any volunteers?

I intend to write up a more complete report including charts and more details which will be made available to EPFG members. If you haven't responded to the survey but intended to please feel free to send it in now. It can easily be added to the more complete report. Thank You.

Frank Larson, CPF
EPFG President



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Corner samples are only \$10.00 each, a tangible example of our intention to provide the highest quality samples at the most accessible price possible.

Most of these designs are available in a variety of finishes (see Price List), and all are carefully packed for safe shipment anywhere in the world.

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We look forward to hearing from you soon...!

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How to care for works of art
How to sell framing
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The Gilder's Manual
Practical Gilding

VIDEOS

Traditional gilding
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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

GILDING TOOLS -Gilder's pad, tip, & knife
Check out this basic set of gilding tools, along with the new books on gilding and develop your gilding skills!

These resources are available to members simply for the asking! Contact **EPFG Librarian, Allan Lamb**, to arrange pickup, or pick them up at a monthly meeting.

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

CHAPTER MEETING NOTES....

The **JUNE** meeting at Studio Moulding in Kent featured an outstanding presentation on faux finishes by a true expert in the field, Tobias Freccia, of Freccia Studios, Seattle. Mr. Freccia's material was divided into four groups, and each was a Tour de Force on finishes ranging from basic wood graining to complex metallic finishes and types of gold gilding.

Well thought-out demonstrations and visual aids added tremendously to the viewer's understanding of the in-depth details of a lot of processes in a short amount of time. His knowledge and practical approach was truly impressive, leaving attendees feeling amazed at the amount of material that was covered in the allotted time.

Mr. Freccia's business takes him to all points of the world on specialty finishing jobs, some involving large-scale building interiors. Hopefully, additional opportunities will be made available for EPFG members to learn from this talented teacher, such as the Annual Education Program next Spring. You won't want to miss it!

JULY MEETING

Unfortunately, many of you will receive this newsletter too late to help you decide on whether to attend the July meeting or not.. but if you do come, you'll be treated to another outstanding program by a guest speaker, Frank Graham, of Graham & Co., Edmonds.

Many framers tend to concentrate on the skills and technical side of the industry, and perhaps neglect the all-important aspect of customer/client development.

Mr Graham's presentation, Building Effective Business Relationships- Turning Customers into Champions for You, shares ideas on how to develop your business with systematic processes that reflect your values, visions, and goals for your life. He will focus on business development that is customer/client driven, down-to-earth processes without the use of flashy phrases and phony hype.

Mr Graham has 25 years of experience helping people develop their businesses as a marketing consultant and coach, and is very familiar to the framing industry, having worked with several Northwest framing businesses.

FUTURE EPFG MEETING PROGRAMS

Maybe you've noticed.. your EPFG Officers and Board have worked hard to bring to you the quality and content of programming that will be truly helpful to you in a wide variety of topics.

They know that it takes a real commitment of your time and resources to schedule for and attend these meetings, and it is a priority to make that time and commitment worthwhile and meaningful to you. And that's the way it should be.

At the same time, it helps to know that member's true needs are being met; as members, your comments and critique of the programs scheduled need to be known. What are some of the topics you would like some help on via programs? What would you like to see improved or removed?

Please- a little involvement goes a long way sometimes, and yours would be most welcome. Drop a note or call or see one of the officers or board members at a meeting. Thanks!



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1/4 PAGE*	\$40	\$220	\$440
1/2 PAGE	\$75	\$413	\$825
FULL PAGE	\$135	\$743	\$1,485

*A 3-month minimum required for product and service ads

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(Product or service ads per above schedule, however)

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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 7:30 pm
 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
 (Actual Location
 To Be Announced)
 FOOD, FUN, SUN!
 More Details in
 August Newsletter

September
 Tuesday, Sept 10 7:30 pm
 CHAPTER MEETING
 RAINDROPS GALLERY
 9425 35TH Avenue NE
 Seattle (206)368-9323
 Merchandising/Marketing
 Sept 24- EPFG Board Meeting

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

November
 Tuesday, Nov 12 7:30 pm
 CHAPTER MEETING
 To be determined

December
 NO MEETING

EVERGREEN PICTURE FRAMER'S GUILD

C/O DAVID ALLRED, CPF
 DIMENSIONS *Gallery & Framery, Inc.*
 206 105th Avenue NE
 Bellevue, WA 98004

**OFFICERS
 PRESIDENT**

FRANK LARSON, CPF
 ART WORKS N.W.
 (206)828-7500

VICE PRESIDENT

JEFF SCHUFFMAN
 JEFFREY SCHUFFMAN &
 ASSOCIATES
 (206)223-1810

TREASURER

PAUL KNOOP, CPF
 THE FRAME MAKERS
 (206)564-2320

SECRETARY

DONNA RICKMAN, CPF
 FINISHING TOUCHES
 (206)338-0932

PAST PRESIDENT

PAUL MILLER, CPF
 RAINDROPS GALLERY

BOARD

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 FERENSOF
 (206)282-1775

ALLAN LAMB, CPF
 LAMB COTTAGE GALLERY.
 (206)776-1911

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LARSON-JUHL

(206)433-6002

JOE HUBER

STUDIO MOULDING

(206)656-2940

DEBORAH PITTMAN, CPF

FAST FRAME

(206)471-9210

NEWSLETTER:

DAVE ALLRED, CPF
 DIMENSIONS GALLERY &
 FRAMERY
 (206)455-0607



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