



Picture
Framers
GUILD

NEWSLETTER

AUGUST 1996

EPFG PICNIC IS SUNDAY, AUGUST 11! SUN, FUN, FOOD & FROLIC IN CLEARVIEW

NEW DATE AND NEW PLACE ANNOUNCED FOR THIS YEAR'S PICNIC & BBQ

Last-minute changes to the annual picnic date and location were announced in a flyer sent out earlier to most EPFG members, hopefully in time to reschedule for this fun event. Originally, it was planned for August 18th- a week later, and tentatively at Lake Sammamish State Park.

Unfortunately, things happen- and plans change! We hope you can change too, and make it to Jeff Schuffman's HUGE backyard in Clearview. It just won't be the same without you there!

The details are in the flyer, but if you didn't receive your picnic flyer and want more info, call Jeff (see page 8) or Jodi Norton at 206-392-9727. For easy reference, here's a short version of the driving instructions:

Take SR 522 East from I 405; Go North on SR 9, then Left on 180th, Right on first road, marked Shoh Ave.; the address is 16131 Snohomish Avenue.

PRODUCT REVIEW - THE BENDER

By Allan Lamb, CPF, EPFG Board Member

Ever need to make a device to hold a three-dimensional object, but didn't like the unprofessional look of your jury-rigged bracket? Or had to use a material that wasn't really right for the job?

The miniature bending brake by Northwest Short Line may be just the answer for making sharp, square, and repeatable brackets, clips, and the like from brass strips. the brake and a variety of strips are available from most hobby



(Continued on page 2)

WHO IS CARRYING THE LOAD?

by Paul Knoop, CPF, EPFG Treasurer

association n. 1. the act of association 2. the state of being associated; companionship; fellowship; partnership 3. an organization of persons having common interests, purposes, etc.; society; league

guild n. 1. In medieval times, a union of men in the same craft or trade to uphold standards and protect the members 2. any association for mutual aid and the promotion of common interests.

If you are receiving this newsletter, and taking the time to read it, you have an interest in the craft of picture framing. And hopefully, you are a member of our **association**, PPFA, and by virtue of that, those of you in WA and AK are also a member of our **guild**, EPFG. If you are not a member of either, why not? What are you waiting for? Who is carrying your load in the organization?

Let's review a few statistics: Our mailing list for this newsletter is just over 500. 417 of these are in our Guilds' geographical area (as set forth by PPFA for combined dues) of Washington and Alaska, and 144 of the 417 are members of PPFA or EPFG. 34% is carrying the load. As you know, we have 9 or 10 monthly Guild meetings held at a members shop or one of our generous supplier members, with programs designed to **uphold standards**, **promote common interests**, and **fellowship** just for starters. The attendance at these meetings is generally about 30-35 with about 102 in the local area who could reasonably be expected to travel to the meeting. 34% are reaping the benefits. The 10 elected officers and board members (and other volunteers) spend a significant number of hours of their free time working for all of you, members or not. The Guild spends many dollars annually on

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Calendar

Page 8

NEW EPFG LOGO AND LABELS...

EPFG Member window decals and dust cover labels are here; get yours now!

(Continued from page 1) **WHO IS CARRYING THE LOAD**

the newsletter, marketing tools, programs for growth and development of our trade, and helping each other (**partnership**).

What do we ask in return? Not much; be a professional, **associate** with us and help us grow, become stronger and more effective at providing a service to everyone. Help carry the load; contact any Board member or PFFA for information on membership and its benefits, both tangible and intangible. Let us hear from you; we need your support and your voice.

(Continued from page 1) **MINIATURE BENDER**

stores for under \$40. Also from Micro Mark (800-225-1066).

The tool will bend at any angle up to 90 degrees, handle half-hard brass 3-inches wide up to .020 inches thick, or other light sheet materials. Adjustable depth guides permit bend duplication for multiple pieces.

Model railroaders have used this tool for years, and brass is easily formed, fairly stable, and can be readily drilled and shaped. Brass can be polished and coated for a lasting shine to enhance your framing project.

If do much specialty object framing, and like to experiment with equipment, this may be just what you're looking for.

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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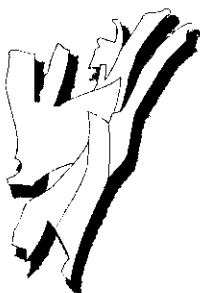
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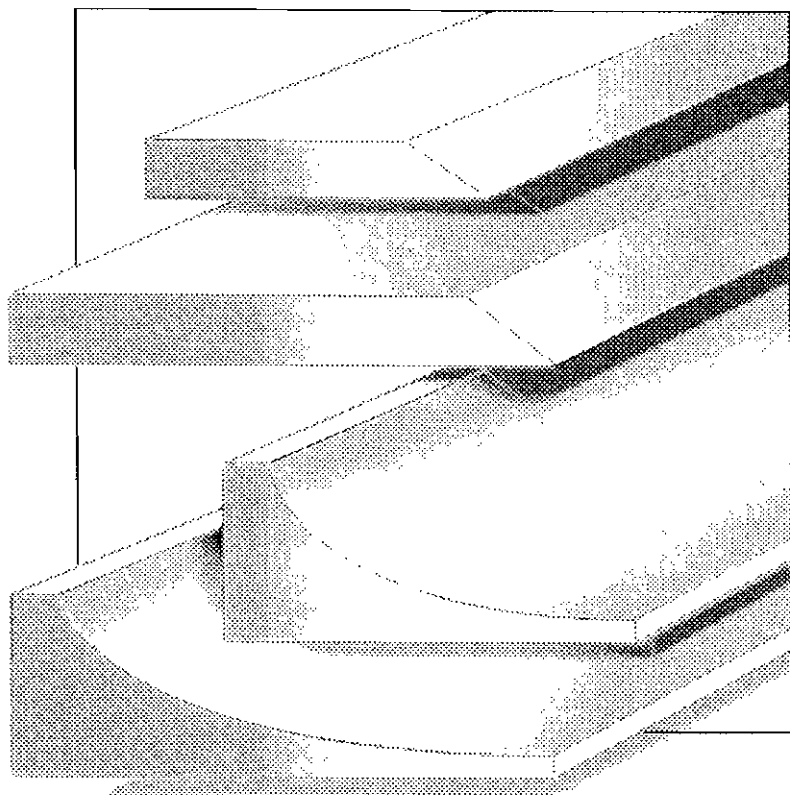


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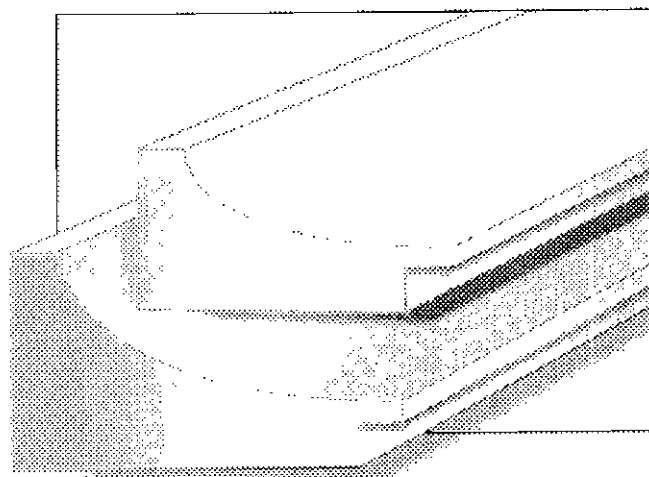


FOUR MAT LINERS...

Mat Liners are wood profiles with no rabbet, intended for use with paper-borne art such as lithographs, photographs, watercolors and etchings. They provide a new and exciting look and are easier to use than traditional liners because there is no rabbet, therefore, there is usually no "build-up" required to compensate for the rabbet depth. Framers can simply chop the liner to the outside dimension specified, wrap it with the desired fabric and install it between the art and the glass.

For more information, call our Customer Service Department at 1-800-832-2742 ... We'll be glad to answer any questions you might have about our Liners, or about Fabric and its use in Custom Picture Framing.

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TWO TALL SCOOPS...

Tall Scoops have become increasingly popular in recent years. A design that first saw light in the Southern California and Hawaiian markets, tall scoops quickly found favor among designers dealing in larger, more expensive art. The dramatic affect achieved with the use of tall scoops is unique and impossible to duplicate using any other medium.

As with all our liners, these new shapes are made from finger-joined poplar produced in 10 foot lengths and primed with two coats of white (ready to chop, wrap with fabric and join). They are also available pre-covered in oyster linen, natural linen and black (ready to chop and join) and Custom-Wrapped in any of our more than 500 fabrics (end-wrapped and ready to join).

Also just added is a new 1 1/2" by 3/4" Stretcher Bar. This new item is also made of finger-joined poplar in 10 foot lengths and is available raw in length or chop at a very special price!

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Framers guide to Japanese papers
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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

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
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 July Chapter meeting at Frame Design Northwest in Issaquah is another example of the outstanding programs being offered by EPFG. Guest speaker Frank Graham, of Graham & Co., showed those in attendance how to build effective business relationships between them and the public.

Mr. Graham's focus was on developing processes that reflected the individual owner's values and visions, and would result in people becoming more than just customers - they would become your champion!

Experience with framing businesses in the Northwest allowed Mr. Graham to apply his 25 years of experience directly to framers in his presentation, making it especially relevant to those present.


Hopefully, articles on this important aspect of art and framing will be included in future issues of this newsletter, and possibly a workshop by Mr. Graham could be scheduled either as part of the annual education program or independently.

AUGUST MEETING

See you at the **PICNIC!**

Meeting locations and topics for the Fall meetings are firming up- check the calendar on Page 8; also, brief summaries will be shown in the newsletter prior to each meeting.

As mentioned in the last issue, the EPFG officers and board are working hard to bring truly useful and worthwhile programs to the chapter meetings, and they'd like nothing better than to see


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<p>January</p> <p>Tuesday, Jan 9 7:30 pm CHAPTER MEETING Dimensions Gallery & Framery 206 105th Avenue NE Bellevue (206)455-0607</p> <p>Jan 30- EPFG Board Meeting</p>	<p>February</p> <p>Tuesday, Feb 13 7:30 pm CHAPTER MEETING The Frame Makers 8724 W 19th Street Tacoma (206)564-2320</p>	<p>March</p> <p>Tuesday, Mar 12 7:30 pm CHAPTER MEETING Backstreet Frame & Art 10240 Main Street Bellevue (206)455-9442</p> <p>Mar 26- EPFG Board Meeting</p>	<p>April</p> <p>EDUCATION PROGRAM AND BANQUET Sunday, April 21 DOUBLETREE INN, TUKWILA</p>
<p>May</p> <p>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</p>	<p>June</p> <p>Tuesday, June 11 7:30 pm CHAPTER MEETING STUDIO MOULDING 8214-B S 192nd Street Kent (206)656-2940 Faux Finishes</p>	<p>July</p> <p>Tuesday, July 9 7:30 pm CHAPTER MEETING FRAME DESIGN NORTHWEST 1420 NW Gilman Blvd Issaquah (206)392-9727 Business Relationships</p> <p>July 30- EPFG Board Meeting</p>	<p>August</p> <p>SUNDAY, Aug 11 EPFG PICNIC & BBQ SEE FLYER & PAGE 1 ARTICLE FOOD, FUN, SUN! Call Jeff Schuffman (206)223-1810</p>
<p>September</p> <p>Tuesday, Sept 10 7:30 pm CHAPTER MEETING RAINDROPS GALLERY 9425 35TH Avenue NE Seattle (206)368-9323 Merchandising/Marketing</p> <p>Sept 24- EPFG Board Meeting</p>	<p>October</p> <p>Tuesday, Oct 8 7:30 pm CHAPTER MEETING Dimensions Gallery & Framery 206 105th Avenue NE Bellevue (206)455-0607 Insurance - Business & Benefits</p>	<p>November</p> <p>Tuesday, Nov 12 7:30 pm CHAPTER MEETING Larson-Juhl Seattle Warehouse (206)433-6002 Smart Framing</p>	<p>December</p> <p>NO MEETING</p>

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