



Picture Framers GUILD

NEWSLETTER

JANUARY 1997



IS PICTURE FRAMING REALLY A PROFESSION- OR JUST A HOBBY?

by Frank Larson, EPFG President

Recently, I read a letter to the Editor of Picture Framing Magazine from Stephen Hendrick from Arizona. The tone of his letter was that picture framing is so easily entered and departed by hobbyists that it will never have the status of being a profession and those of us working in the field should not be considered as professionals.

I immediately took offense of course, but then in a way he has a point. The Webster Dictionary defines a profession as "a vocation or occupation requiring advanced education and training, and involving intellectual skills, such as medicine, law, theology, engineering, teaching, etc.". Picture framing doesn't require the education level of engineering nor the training of a surgeon nor the convoluted intellectual skills of a lawyer, so does not meet the technical requirements of a "profession".

However, that does not mean we can't be professionals. If Mr. Hendrick had read the definition of "professional" he would have found that Webster includes "engaged in a specified occupation for pay or as a means of livelihood (a professional writer)" also "a person who does something with great skill". I know many of us that meet those definitions of a professional and, contrary to Mr. Hendrick's opinion, should be considered as such. Which does bring up another question: at what point do we become professionals?

Back in the days when young boys joined the Trades as an
(Continued on Page 7)

JANUARY 14 MEETING AT ART LAMINATOR'S IN REDMOND

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DRIVING DIRECTIONS:

From Seattle or I-405, take SR 520 East; take Redmond Way (SR 202) exit, turn right (towards Fall City); stay to the right, turn right on NE 70th. Turn left on 176th Ave NE. Art Laminators is about 1 block on the right.

A DOUBLE OPPORTUNITY IN '97: PPFA's ED CONFERENCE IN APRIL, EPFG's ED WEEKEND IN MAY

PPFA will bring a pilot project conference to Vancouver, Canada April 23 and 24, designed to help Northwest framers to build their business and technical skills- without the usual trade show. Five instructors will offer a total of 16 courses over the two days of meetings. More details will follow in the next few Newsletters.

Then on May 3 & 4, EPFG will present it's annual Education Weekend, which will include both the CPF certification exam and the CPF recertification exam.

These two educational events will compliment one another to offer outstanding possibilities to Northwest framers. Both EPFG
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NEWSLETTER NOTES:

FIRST: This issue combines the December '96 issue, so if you're looking for your Dec. copy, you can stop now.

SECOND: We're changing the way this newsletter is published. Two editors, one for content, and one for advertizing, will replace the current single-editor con-

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and PPFA officials are excited by the combination of materials available to framers, and urge everyone to start planning now to participate. Knowledge and skills and how they are applied can be the difference between being a professional and a hobbyist!

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cept, plus a professional publisher will do the actual layout, printing, and mailing. This should break down the rather time-consuming task into manageable parts, resulting in an on-time, well organized and more useful newsletter.

We are, therefore, looking for members with an interest in either the advertizing or content part. You would work closely with the officers and board, as well as the technical publisher. If you are interested, please contact EPFG President Frank Larson, or current Editor Dave Allred; see page 8 for phones, etc.

The Newsletter is an essential part of the Evergreen Picture Framers Guild efforts to serve it's members and needs a couple of dedicated individuals to carry it forward.

Presently, one person trying to handle all of the newsletter components faces a considerable amount of time each month; the proposed system should keep the time commitment reasonable- and enjoyable!



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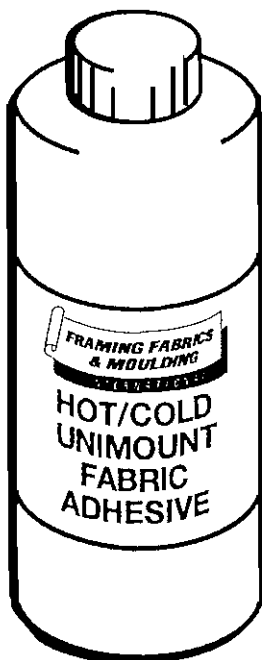
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EPFG LIBRARY SELECTIONS

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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

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
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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
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HELP US GET OUT THE MAIL!

If your address needs changing, or if you know of someone that should be getting the EPFG Newsletter-
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We want to reach everyone in the Picture Framing Business!
 PPFA OR EPFG Membership not Required to receive this
 Newsletter

(Continued from page 1)

Apprentice they were paid little or nothing for the privilege of learning a livelihood. Only when they learned enough to become Journeymen were they able to start charging for their work, in other words, become a professional. As they became more experienced and knowledgeable they earned the title of Master. In order to move up they had to demonstrate their skills. Each trade had their own minimum requirements and timetables.

Currently, the only equivalent demonstration in the framing trade would be the CPF exam given by PPFA. To me, passing this test proves you are in the Journeyman level of picture framing, and as such a professional framer. In fact, wanting to prove you are a professional is the only conceivable reason for taking the test. Of course, there are those who have not nor have any intention of taking the CPF exam and are every bit as professional as a CPF. So what defines a professional framer?

A possible definition: A professional framer is one who can educate the customer in what is the best way to preserve their artwork (if applicable), then design, quote, and produce a quality product that exceeds the customer's expectations, and do it in reasonable amount of time with whatever tools are at his disposal.

Preserving their artwork: A professional should be conversant with conservation techniques and know when to use them and be able to explain them clearly to the customer.

Design: All framers should be able to design a basic but tasteful frame job. A professional should be able to handle nearly anything that comes through the door.

Quote: Be able to price a project with whatever price list the shop is using. Or if that is not possible, at least be able to give an estimate that will cover costs and give the shop a profit.

Quality product: A product that meets or exceeds the minimum requirements of the shop the professional is working in.

Reasonable amount of time: It is not reasonable for taking an hour to cut a simple mat under any circumstances, but what is reasonable will vary depending on the equipment and arrangement of the shop.

Whatever tools: In my opinion, a professional should be familiar with all tools of the trade and yet able to produce a product with only the basic tools (mat cutter, vise, press, etc.). A more advanced professional would have to be able to safely use production equipment (v-nailers, double miter saws, combination presses, power hand tools of all sorts, etc.).

You'll notice I don't include any business knowledge or management skills in my definition. This is on purpose. I am trying to define a professional framer not a business owner nor manager. That is a whole different profession.



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- Dave Allred, Newsletter Editor, at (206)455-0607, or
 - Paul Knoop, EPFG Treasurer, at (206)564-2320
- Here's wishing you a successful 1997!

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1997

January
 Tuesday, Jan 14 7:30 pm
 CHAPTER MEETING
 Art Laminators
 206 105th Avenue NE
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 Jan 28- EPFG Board Meeting

February
 Tuesday, Feb 11 7:30 pm
 CHAPTER MEETING
 Cranbrook Gallery
 6724 W 19th Street
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March
 Tuesday, Mar 11 7:30 pm
 CHAPTER MEETING
 The Frame Makers
 6724 W 19th Street
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 Mar 25- EPFG Board Meeting

April
 Tuesday, April 8 7:30 pm
 CHAPTER MEETING
 April 23 & 24
 PPFA ED CONFERENCE
 Vancouver, BC

May
 EDUCATION
 PROGRAM AND
 BANQUET
 Sat & Sun, May 3 & 4
 DOUBLETREE INN,
 TUKWILA
 May 27- EPFG Board Meeting

June
 Tuesday, June 10 7:30 pm
 CHAPTER MEETING

July
 Tuesday, July 8 7:30 pm
 CHAPTER MEETING
 July 29- EPFG Board Meeting

August
 ANNUAL
 EPFG PICNIC & BBQ
 Date & Place
 to be announced

September
 Tuesday, Sept 9 7:30 pm
 CHAPTER MEETING
 Sept 23- EPFG Board Meeting

October
 Tuesday, Oct 14 7:30 pm
 CHAPTER MEETING

November
 Tuesday, Nov 12 7:30 pm
 CHAPTER MEETING
 Nov 25- EPFG Board Meeting

December
 NO MEETING

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