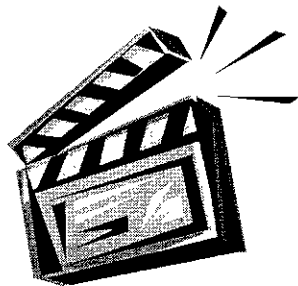

HAPPY HOLIDAYS

Hopefully by the time you are reading this, the holiday rush will be over. All the work will be out the door and you will have time to enjoy the holiday season. This is the time to look back at the successful year you have had. Take time to smile and relax, because a new year will be starting in a few weeks.

The EPFG is getting ready for a new year also. In January, a new set of officers and board of directors will take over. Many of the officers and directors will be new, and some will take new positions. Everyone is very excited for starting our first year as an independent organization.

Mark your calendar for the first EPFG meeting of the year, January 13th. The meeting will be hosted at The Framemakers in Tacoma. We are honored to have the "Three Amigos" from Larson Juhl speaking about merchandising for 1998.

Happy New Year, see you at The Framemakers!



TAKE TWO CHOOSE TO RENEW

Confused about the lead article last month on determining your renewal date? So was the printer (person?, machine?; your choice) that prepared the labels and omitted the date codes referred to in the article. So, here goes again. If the date on your label is CAPS, your membership is through PPFA, and expires in January, 1998. Local EPFG dues are shown in lower case, and you will be billed the month before expiration, or in January, if already expired, e.g. nov 97. We certainly hope all of you choose to renew your membership, providing support to the Guild, and keeping your presence on the Web site. www.myframeshop.com/epfg

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December 1997

Newsletter Cost: free to EPFG members, \$1.00 for non-members

EPFG on the Web

www.myframeshop.com/epfg/members

FEATURED SALES REPRESENTATIVE OF THE MONTH

Meet Joe Huber of Studio Moulding. Joe has been your Studio Moulding sales representative for nearly three years. You've probably talked with him on several occasions, but we thought you would like to know a bit about his background.

Joe grew up a short train ride from New York City, and enjoyed frequent trips "into town" to visit the museums and attend performances and concerts. He followed his art interest by pursuing an art education degree at the University of Wisconsin in Madison.

After teaching art to kindergartners through eighth graders for two years, Joe married his college sweetheart and moved to Seattle. "We moved out here on my summer pay, without jobs waiting," says Joe. "Art teaching positions were scarce, so I took a job managing a retail frame shop. 'Just temporary,' I thought. I didn't realize

(Continued on page 3)



SPECIAL THANKS TO THE FOLLOWING PEOPLE FOR THEIR CONTRIBUTION TO THIS NEWSLETTER.

- TIM TARICCO
- JOE HUBER
- PAUL KNOOP

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TARICCO@MYFRAMESHOP.COM

EPFG COMPUTER TIP OF THE MONTH

Question: How many days is it until Christmas?

Well you could figure it out the old fashioned way by counting the days on your calendar, but why not let your computer do the work for you? Since you did invest a lot of money in purchasing Microsoft Office, lets use that Excel program. If you'd like to know how many days are left until Christmas, run Excel and type:

= "12/25/97" - "12/09/97"

By entering the current date into the equation in a cell, Excel will return the number of days between the two dates. The trick here is to remember the quotes. If you don't use quotes, you'll get some very bizarre results.

The "EPFG Computer Tip of the Month" has been a regular part of this newsletter since September. We will continue this monthly article throughout the next year. As computers are now a part of our everyday business lives, hopefully this section can help you in developing new skills with your computer. Thanks for reading!

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JOE HUBER YOUR SALES REP.

(Continued from page 1)

at the time, but that was the beginning of a whole new career path for me."

After a year, Joe joined Corporate Art West as Production Manager, where he stayed for nine years. "By the time I left, my little two framer department had grown to a seven person operation."

In early 1995, Joe started at Studio Moulding, shortly after the Seattle warehouse opened. "It was a great opportunity for me," he says. "I had worked extensively with the Studio line and liked their quality and service. And, I felt I knew the industry from my customer's point of view. Studio's selection has grown dramatically and it's always enjoyable to show new mouldings to creative and enthusiastic framers."

Joe lives in Seattle with his wife, Michelle, and their two young sons.

The EPFG would like to thank Joe Huber for sharing a little about himself with us. The "Featured Sales Representative of the Month" is a new section of the EPFG newsletter. Each month we will bring you a small biography of a sales representative in our region.

If you are a sales representative and would be interested in being spotlighted in our newsletter, please send your biography to Tim Taricco at:

e-mail - taricco@myframeshop.com

US mail - 10640 NE 29th St., #70, Bellevue, WA 98004

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MIRROR, MIRROR ON THE WALL...

Like many of us, you may be looking for additional products and services to offer your customers. Have you considered promoting mirror framing?

Framed mirrors are an increasing segment of our industry, and one which can open new profit potential for the custom framer. By displaying framed mirrors, you offer a universally appealing and useful "ready-made" item for sale, and also remind customers of the unlimited variety of custom mirror sizes and mouldings available. From small gift size 5x7's and 8x10's, to larger over-the-mantle sizes, mirrors can fill a variety of your customers needs at a wide price range.

**HAVE YOU
CONSIDERED
PROMOTING
MIRROR
FRAMING?**

Some advantages of framed mirrors include:

- Opens new product area with no new skills or equipment needed.
- Minimal investment in materials- both beveled and flat mirrors are inexpensive.
- Simple, efficient framing job. Just remember to color the back side of the lip.
- A great way to use accumulated stock mouldings. Five feet of a 2 1/2" wide profile will frame an 8x10 mirror.

You might consider an eye-catching front window display, or a table top grouping of easel-backed gift mirrors. Don't forget to tell your customers that custom framed mirrors are available in any size.

Good luck! Here's hoping that mirrors reflect positively on your bottom line.

Joe Huber
Studio Moulding
Seattle, WA

UPCOMING MEETINGS

<p>December 1997</p> <p>No Scheduled Meetings</p>	<p>February 1998</p> <p>Date: 10th - Location TBA 7 PM social, 7:30 meeting Topic: Goodies, Gadgets, & Gizmos</p>
<p>January 1998</p> <p>Date: 13th - The Framemakers, Tacoma 7 PM social, 7:30 meeting Topic: Merchandising in 1998</p>	<p>March 1998</p> <p>Date: 10th - Framers' Inventory, Seattle 7 PM social, 7:30 meeting Topic: Picture Framing Glass</p>

ATTENTION EPFG NEWSLETTER ADVERTISERS

THIS NEWSLETTER IS NEARLY 100% PRODUCED DIGITALLY. PLEASE SUBMIT NEW ADVERTISING ARTWORK AS SOON AS POSSIBLE FOR THE 1998 YEAR. SEE PAGE 9 FOR ARTWORK SPECIFICATIONS.

THANK YOU FOR YOUR IMMEDIATE ATTENTION

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RECYCLE IT'S GOOD FOR YOU AND OTHERS!

The back room - mat fallouts, short pieces of moulding that will never match another stick in this life time, 3"x32" pieces of foam core but hey you may need all those things tomorrow or for sure the next day. It's getting so deep the fire department may declare your shop a fire hazard.

Why not take a few minutes to call a school, day care, boys and girls club, Sunday school coordinator or art school and ask if they could use your unwanted materials. Find several sources and rotate who you calls. Keep a bag by your mat cutter and drop pieces too small to keep (under 16x20) in the bag. Be sure and warn them about the sharp edges on the mat board or send them a gross of Band-Aids, they will soon find out what they are for. foamcore pieces are great for building models and drawing. Cut that nasty 3' to 6' of moulding you really don't want but can't seem to part with into a standard

size for donation. It only takes a few minutes and it is great advertising and good will in the community. You will be a very popular person. The bonus is a neater backroom.

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- **Frame shop in Yakima for sale:** Established 15 years. Includes all equipment, inventory, customer list. Owner is retiring. Contact Donna, 509-457-8860.
- **Bookkeeping Services:** Frame shop specialist for A/R, A/P, Payroll, Monthly/Quarterly Tax Reporting, Budgeting, etc. I owned & operated a picture framing store for 5+ years. I am experienced in all aspects of picture frame bookkeeping. Call Jamie Thomas, 206-283-2064.

EPFG Classified Ads 1997 Rates

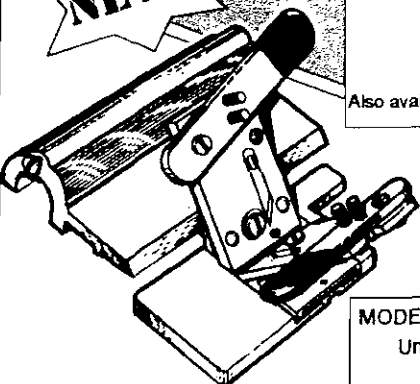
- EPFG members are allowed a free ad for up to 3 months running; a \$5/month fee will be billed for additional time.
- Non-members may place a classified ad at \$10/month.
- Ads are placed in the EPFG Newsletter and Web site; www.myframeshop.com/epfg/members
- Ad copy is due by the 25th of the prior month.

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Contact Paul Knoop, CPF, Treasurer with ad copy and payment.

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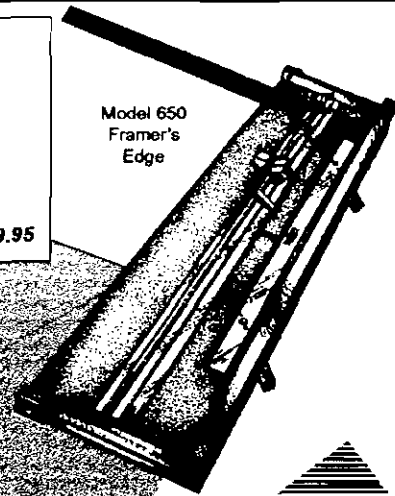
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