

The January meeting at "the framemakers" in Tacoma was sparsely attended due to the weather, but the program presented by Steve Dean and Joe Garitone of Larson Juhl was excellent, and generated a lot of thought and comment by the attendees. Merchandising, defined as "promoting the sale of, as by advertising," was the subject, and Steve presented a merchandising plan. A plan is necessary to save time

JANUARY IN REVIEW

and money, and should have a specific GOAL (increase sales and profits, increase customer base, etc.) THEMES should be chosen, and generally will coincide with a holiday or some local event, or timed to beef up a particularly slow time. Special promotional events should be chosen based on your goals and BUDGET.

Steve and Joe spent some time working up a type promotional event, Valentines Day, and discussed the steps leading to a successful sale. A number of merchandising tips were discussed, and served as a great refresher course.

Please contact Steve Dean (1-800-223-0307 x454) if you would like a copy of the outline he provided as a handout. Thanks for the great job guys!!

GOODIES, GADGETS, & GIZMOS

What is Goodies, Gadgets and Gizmos? That is the topic of the February EPFG general meeting on February 10th at Larson Juhl. This meeting will be a round table format and requires your participation. Look around your store and find that little tool that you have developed to help you do that small task. And if you are not the creative tool making type, bring a special tool you've purchased that helps you complete a certain task.

Bring your Goodies, Gadgets and Gizmos to the meeting and share your problem solving solution tool with the rest of us. And to make it worth your while, there will be a prize given for the best Goody, Gadget or Gizmo. The munchies will be available at 7 o'clock and the ideas start flowing at 7:30. You can find directions to the meeting on page 4 of this newsletter. See you there!



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February 1998

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 **Jeff Schuffman** of **Jeffrey Schuffman & Associates**. When I was informed that I was the Featured Sales Representative of the Month, I was very honored. I have been Vice President or Secretary of this chapter for the past several years. I am amazed when I think that I have been an independent rep in the Northwest for eight years.

It seems just a short time ago when I moved from Los Angeles to settle in the rural town of Clearview, Washington. My framing experience began in Los Angeles when I opened a retail business on a shoe-string with a partner in 1984. For the next five years, our business grew until we had several sales and production employees on staff. In 1989, I moved to Washington to be an independent rep in Washington, Oregon, Idaho and Montana.

(Continued on page 3)



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Lynnwood, WA 98037

Advertising rates on page 9.

Send article ideas and ad copy to:

Tim Taricco
10640 NE 29th Street, #70
Bellevue, WA 98004



FROM EPFG

Dear Readers,


It looks like we are off to a great start this year. During the first board meeting of this term, we made many plans for the coming year. In May, we can look forward to the 5th Annual EPFG Spring Festival. This year's festival will include two education classes, an open print competition, a table-top trade show, and an awards banquet. Preliminary ideas for a general meeting in Eastern Washington were also discussed.

Our 1998 membership renewal rate is great. If you haven't already renewed your membership to EPFG, be sure to submit the membership update form on the back of this newsletter along with your 1998 dues as soon as possible. Thanks for your continued support!

**TIM TARICCO & THE 1998
EPFG OFFICERS & BOARD**

The EPFG Newsletter and Internet Web Site are published monthly by T. M. Taricco Inc. **Mailing Address:** 10640 NE 29th Street, Suite 70, Bellevue, Washington 98004. **Phone:** (425) 827-6951 **E-mail:** taricco@myframeshop.com **Web Site:** <http://www.myframeshop.com/tradeonly>. **Comments and suggestions** about the EPFG Newsletter and Internet Web Site should be made to Tim Taricco at T. M. Taricco Inc. Newsletter Design © 1998 T.M. Taricco Inc. and Newsletter Content © 1998 Evergreen Picture Framers Guild. All rights reserved. Do not duplicate or redistribute in any form.





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JEFF SCHUFFMAN YOUR SALES REP.

(Continued from page 1)

Being a "beginner," I started with companies that had little or no exposure. My business began with few clients, a huge territory and excellent products to sell. It was off to the races for many years. As time passed, I was able to earn customer confidence and trust as I became more knowledgeable about the territory, the products I represent and how to best meet customers needs. I have learned alot over eight years as I am always striving to bring better products and service to my customers. Over the years, I have been the beneficiary of many valuable relationships with my clients which has enriched my life.

I currently represent a varied mix of custom moulding lines, specialty paper and a portfolio of fine art and original prints by local and nationally acclaimed artists.

In 1994, I was married. In October 1996, my wife, Cheryl and I had a beautiful baby girl, Isabel, who has turned one. My family recently moved to Kirkland. A lot has happened in the past eight years. I look forward to many more wonderful years in the Northwest.

EPFG would like to thank Jeff for his biography. 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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A MESSAGE FROM PAUL

Well, it appears that EPFG is off to a good start in 1998. The joint Board meeting was held Jan 27th, and all attendees were very enthusiastic about plans and programs for the Guild. The initial contact has been made for a meeting to be held in Eastern Washington later in the year, and as soon as they are firmed up, our members "over there" will be contacted. Initial planning for a tabletop vendor's show, banquet, open framing competition, and educational programs in mid May is progressing. Look for details soon, but begin thinking about what to frame and get started on it. Ideas for classes and volunteers are needed, so contact any Board member. Our next planning meeting will be 6 PM Feb 10th, before the open meeting, so feel free to attend to help with this event.

Several goals for the year were discussed, and two important ones were to continue improvements in the Newsletter, and to increase our membership. Much discussion centered around the fact that we are here to help the members, and everything we do is to that end. So, let us hear what you want. Your involvement is critical to success of the Guild. And finally, one more big THANK YOU to the outgoing Board members, Jeff Schuffman (Jeff Schuffman and Associates), John Ferens (Ferensoft), Steve Dean (Larson Juhl), and Deborah Pittman (Fast Frames of Tacoma). Be assured that I will be calling on you for more help!

Paul Knoop
EPFG President

UPCOMING MEETINGS

<p>February 1998</p> <p>Date: 10th - Larson Juhl 7 PM social, 7:30 meeting</p> <p>Topic: Goodies, Gadgets, & Gizmos</p>	<p>April 1998</p> <p>Date: 14th - Location TBA 7 PM social, 7:30 meeting</p> <p>Topic: TBA</p>
<p>March 1998</p> <p>Date: 10th - Framers' Inventory, Seattle 7 PM social, 7:30 meeting</p> <p>Speaker: Barry Kaufman, President - Sandel Glass</p>	<p>May 1998</p> <p>Date: 16th - Location TBA 10 AM - 9 PM</p> <p>Topic: 5th Annual EPFG Spring Festival</p>

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EPFG COMPUTER TIP OF THE MONTH

Did you know that most computers have *two* internal clocks that track the time and date? The one you are most apt to know about keeps the computer's time and date you see when the machine is on. This main clock draws its power from the running computer, and usually reports the correct time and date. It can only run when the computer is actually on.

The second clock keeps track of time when the computer is *off*, and draws its power from a small battery. This battery will eventually weaken and cause the secondary clock to lose both "ticks" and time. At first it is trivial, but it can begin to drift as much as several hours overnight!

When you turn the computer on in the morning, the startup process asks the second, battery powered clock for the current time and date, assumes the answer is correct, sets the system's main time clock to match, and then goes about its other startup business. However, if the battery powered clock that

keeps time drifts due to a weak battery, the startup process won't know any better, and will assume the *wrong* time. When this happens, the result is almost always a "late" clock, meaning the computer's main clock reports a time that in reality has already come and gone. After a long weekend the date may be wrong as well.

When the main computer clock is wrong it can always be set from some clock-related control in Windows or the Mac operating system, from DOS, or even from the computer's hardware setup screen. All of these techniques will correct the time and date reported by the clock, at least until the computer is turned off. Once the machine is turned off, the battery powered clock will resume its lazy time-keeping chores.

No battery lasts forever. They can last from 1 to 5 or more years, depending on which of the several types of battery your particular hardware uses. When you begin to notice your computer's clock drifting significantly, this is not a problem with any of your software, nor with your computer, *per se*, but with the secondary clock's battery, which you need to replace.

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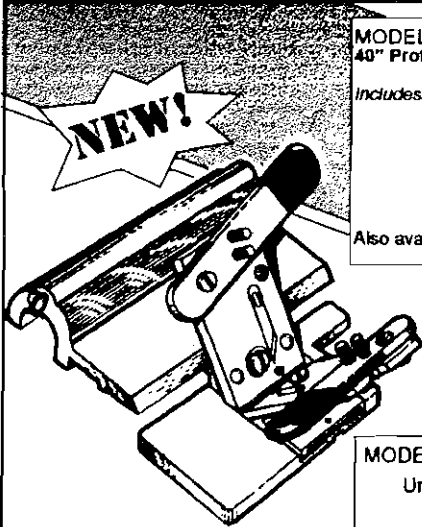
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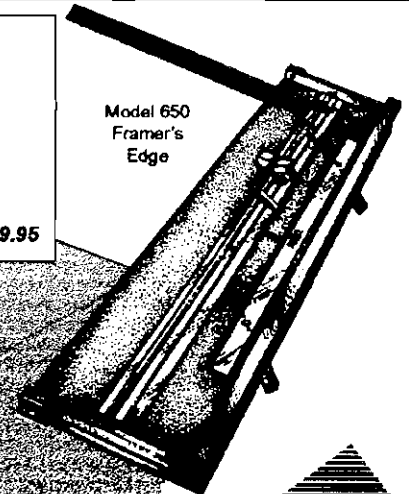
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- EPFG members are allowed a free ad for up to 3 months running; a \$5/month fee will be billed for additional time.
- Non-members may place a classified ad at \$10/month.
- Ads are placed in the EPFG Newsletter and Web site; www.myframeshop.com/epfg/members
- Ad copy is due by the 20th of the prior month.

The EPFG classified ads are offered to help you and your business! Please use them.

Payments for Classified Ads should mailed to: EPFG, Paul Miller - Treasurer, 4614 - 180th Place SW, Lynnwood, WA 98037

Ad copy should sent to: Tim Taricco, 10640 NE 29th Street, #70, Bellevue, WA 98004. taricco@myframeshop.com

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THE SALES REPRESENTATIVE / FRAME SHOP RELATIONSHIP - PART 2

This is the second of a two part article discussing the relationship between the sales representatives of picture framing vendors and the retail picture frame shop customer. The first article was published in the January EPFG newsletter and focused on the needs of the retail picture frame shop. This article lets you see the sales representative side of the relationship.

The sales representative is a very tough and demanding job. The sales rep is the closest contact that a frame shop customer has to the vendor, therefore that is a heavy responsibility. A sales rep's primary job is to show new products to its customers and keep them informed about specials and new services available. With that as a job description, it is amazing all the other things that sales reps do.

Unfortunately, the sales rep gets to hear all the gripes and complaints. All companies are not perfect, so when a problem does arise, the frame shop often calls the sales rep. Often the sales rep can only listen to your problem and pass it on to their boss, so we must understand that the sales rep can not always fix the problem. Many frame shops seem to hold grudges against their sales rep when they should understand that the

sales rep is somewhat powerless with the everyday operations of their company.

The biggest complaint I hear from sales reps is the dreaded statement they hear from frame shops, "I don't buy samples. I'm doing you a favor by selling your moulding at my store." Sales reps combat that statement everyday on their job. What I think frame shops need to understand is that samples cost money. If you don't pay for your samples directly, you are actually paying for them in higher prices on your moulding. And if you do the math, it is cheaper to pay for your samples up front, rather than pay a little more on each purchase.

Also, think of the old saying, "which came first, the chicken or the egg." In framing it is obvious, the frame shop came before the picture framing vendor. In the beginning, frame shops made all their own frames. Therefore, today the vendor is actually doing the frame shop a service by providing pre-finished moulding.

So far, you might think from this article that everything about being a sales representative is bad. That's not true. Being a sales rep is very rewarding for many. I've heard many sales reps say that they enjoy meeting and helping all the wonderful picture framers. This industry is basically made up of wonderful, creative people.

Both of these articles were written by me, Tim Taricco. I decided to write them because I have been on both sides of the fence. I used to own a custom frame shop and I am now in more of a sales rep position. Over the years, I've had the opportunity to talk with many in our industry and that is how I came up with most of the statements and comments made in this two-part article. I hope you enjoyed reading it as much as I enjoyed writing it.

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As you know, the Evergreen Picture Framers Guild is the only organized picture framing association in Alaska and Washington. We are not a chapter of the National Professional Picture Framers Association, but rather an independent group. Even though EPFG is not associated with PPFA, we support the local professional picture framing industry and that is why we are publishing information for you, our members, about the Annual PPFA Print Competition.

The local competition for qualifying for the national competition will be held March 7 at 7PM at Frame Design Northwest in Issaquah, Washington. Local winners will compete at the national competition in April.

This years Limited Edition print is entitled "Ladybug" by artist Rachael Issac. The print is a 1" x 1" image centered on an 8 1/2" x 8 1/2" field of white paper, made exclusively for PPFA.

You can order the print directly through PPFA, (804) 226-0430 or ppfa@ppfa.com. For more information about the local competition, contact Jodi Norton, 425-392-9727.

** EPFG will be having its annual open-print competition at the 5th Annual EPFG Spring Festival May 16th.*

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Ad copy must be received by the 20th of the month prior to the issue. See page 2 of this newsletter for addresses to contact EPFG.



MEMBERSHIP APPLICATION & UPDATE FORM

If you would like to join EPFG or update your membership listing, please fill out the form below and return it to EPFG with your one year membership dues of \$40. Make sure to include a 60 space description of your business to be included in our membership directory located on our Web site. **Mailing Address:** EPFG, c/o Paul Miller, 4614 - 180th Place SW, Lynnwood, WA

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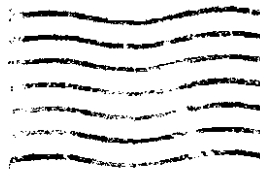
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