

The March meeting at Framers' Inventory was well attended. Barry Kaufman, president of Sandel Glass, presented a program on glazing products. The program was developed by Sandel to help framers better understand the glazing choices available and to help framers sell the products more easily.

MARCH IN REVIEW

Barry explained why certain kinds of glass were created and where these special glasses are best used in framing. Non-glare glass, for example, was created for television picture tubes. When choosing between non-glare and anti-reflective (AR) glass, location is important. Non-glare is the best choice if the light source is directly across from the picture and no more than three mats are used. AR glass works best if the direct light source is not opposite the artwork, but is on a side wall or the same wall on which the picture hangs. AR glass is noted for clarity regardless of the number of mats used.

The EPFG board met with Barry Kaufman, treasurer for PPFA, prior to the EPFG meeting March 10th. Barry was interested in discussing what the problems have been with PPFA, and what the current PPFA board is doing to correct these problems. The EPFG board was pleased with how PPFA is tackling the financial difficulties the organization has faced, and hopes that PPFA continues to take positive steps in rebuilding the organization.

by **Terry Scidmore** - *The Mitered Corner*, Seattle, Washington

GOING TO THE FRYE

This month we all have an excellent opportunity to go behind the scenes at the Frye Art Museum. Donna Rickman of Finishing Touches has arranged for a limited number of EPFG members to have a private tour on the evening of **Thursday, April 16th**. The tour is after hours at the museum so we will be able to see everything. The Frye only gives private tours once a month to special groups, so we all should feel honored that we were invited. You should jump on this opportunity now and sign up early to reserve your space.

Please take note that the Frye Art Museum tour replaces our regular meeting for April. See page 4 for directions to the Frye.

**NEARLY
SOLD OUT**

Make your reservation NOW for the April EPFG meeting, **Thursday, April 16th** at the **Frye Art Museum** in Seattle. Space is limited. RSVP to Donna at Finishing Touches 425-338-0932.

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April 1998

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

EPFG on the Web

www.myframeshop.com/epfg/members

Serving Alaska & Washington

THE ART OF BUSINESS AT THE 5TH ANNUAL SPRING FESTIVAL

This year's Spring Festival will take place at the Embassy Suites Hotel in Tukwila, Washington. The event will include four educational classes, a

(Continued on page 3)

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HOW TO CONTACT US

Membership, Payments, Change of Address:

Paul Miller, EPFG Treasurer
4614 - 180th Place SW
Lynnwood, WA 98037
425-771-9519

For changes of address please include old and new address information.

General Questions:

Contact information for the EPFG Officers and Board of Directors can be found on the back of this newsletter.

Online:

<http://www.myframeshop.com/epfg/members/>

Dear Readers,

Twenty-five percent of the year has gone by. How is your business doing? Could it be doing better? If so, maybe the Evergreen Picture Framers' Guild could help. On May 16th, the EPFG Spring Festival will include four educational classes created to help you. The classes include everything from special framing techniques to learning how the Internet can help your business.

Remember to fill out the enclosed application and return it as soon as possible to reserve your spot at the Spring Festival. See you there!

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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FEATURED SALES REPRESENTATIVE OF THE MONTH

Meet **Joe Garitone** of **Larson Juhl**. I have been involved with the framing industry for over 15 years, first with Juhl Pacific, now with Larson-Juhl. I started with Juhl Pacific working in the warehouse picking orders and cutting metal and wood chops. I also ran the will-call department and then worked in customer service before becoming a sales representative. My experience distributing picture framing materials and services, exposure to a variety of framing retailers, and support from other professionals within Larson-Juhl has taught me how to help customers become successful.

I have lived in the Northwest all my life, growing up in Tacoma and now living in Federal Way. I graduated from Central Washington University with a bachelors degree in Elementary Education and I substitute taught for two years in elementary school before starting with Juhl Pacific. I've been married for 15 years to Lynda and we have two boys; Cory who is 10 and Jared who is 6. My family enjoys golfing and water sports, as well as watching both boys in little league baseball.

(Continued on page 5)

THE ART OF BUSINESS "OPERATING DAY-TO-DAY WHILE BUILDING A WIDER CUSTOMER BASE"

(Continued from page 1)

table-top trade show, an open framing competition and an awards banquet with guest speaker Don Doman speaking on The Art of Business.

Don is an author/writer, video producer and small business owner. He has been chosen to be the guest speaker at the banquet because of his expertise in running small businesses. Most people think of small business as businesses up to 50 employees, however Don's expertise is in companies with 1 to 5 employees. Since many frame shops fit this category, his advice and recommendations for small business will be very applicable to many of our businesses.

Don Doman's Resume

Owner - PNW Video Productions - Tacoma, WA
 Staff, Opinion/Humor Writer - Tacoma Weekly

Out of Work? Get Into Business! Shifting Gears and Turning Job Loss Into Success, published by Self-Counsel Press - 1994



A MESSAGE FROM PAUL

Just a few lines this month to update you on the meeting your Board had with Barry Kaufman, the Treasurer for PPFA, last month. As you know, Barry presented the program at the March meeting, and he agreed to meet with our Board to discuss some of our rationale for separating from the National organization last year, to answer our questions about PPFA's new management team, and to provide information on the direction that he sees PPFA heading.

Prior to this meeting, we provided him with several questions concerning our past relationship and what we perceived as major problem areas. His responses were both forthright and insightful; it is apparent that PPFA realizes that there has been a long-standing feeling in the industry that communication has been a one-way street--they talk and we listen. It seems that this has changed, and this meeting was a positive sign of that change.

He made numerous notes throughout the meeting, and we can look for further areas where things are different in the future. Following the meeting, I received a call from Jim Alder, the President of the PPFA Board, and he assured me that they are seriously committed to change, and are looking for ways to improve the relationship with all Chapters and members. Jim and I will continue to speak on a regular basis, and I feel that they will work hard to regain the trust of all Chapters, and regain them as members of the National organization.

They are not out of the woods yet, but certainly progress has been made. Look for further information on this subject in the future as your Board reviews the notes from the meeting, and as we talk with PPFA.

Don't forget--get busy NOW on your entry in the Open Framing Competition at the May Spring Festival. Be sure to return the registration form in this newsletter to be included in all the Spring Festival events. It will be a day not to miss!!

Paul Knoop
EPFG President

UPCOMING MEETINGS

April 1998	June 1998
<p>Date: 16th - Frye Art Museum - Seattle 7 PM Tour Begins Please Note: RSVP required. Call Donna at 425-338-0932</p>	<p>Date: 9th - Accent On Framing Issaquah, Washington 7 PM social, 7:30 meeting Topic: Glass Mats</p>
May 1998	July 1998
<p>Date: 16th - Embassy Suites Tukwila, WA 9 AM - 9 PM Topic: 5th Annual EPFG Spring Festival</p>	<p>Date: 14th - Lake City Picture Framing Seattle, Washington 7 PM social, 7:30 meeting Topic: Yellow Page Advertising</p>

EPFG NEWSLETTER ONLINE

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DIRECTIONS TO THE NEXT MEETING

Frye Art Museum
704 Terry Ave, Seattle
Thursday, April 16th - 7 PM

Take I-5 to the James Street exit and go east 3 blocks to Terry Street. Turn left and go 1 1/2 blocks to the parking lot on the left. Go into the museum through the ceramic studio.

Remember, reservations are required for this tour. Call Donna at 425-338-0932.



MEET JOE GARITONE

(Continued from page 3)

As an educator I was taught to help people and today this is my biggest challenge. I enjoy assisting customers, showing new products, sharing ideas for success, and helping people's business grow. I value the relationships I have built over the years and look forward to additional opportunities to make new friendships and business relationships in the future.

I am proud to have become a CPF. I also enjoy being part of the EPFG, previously serving as vice president and currently on the board of directors.

Contact Tim Taricco to have your biography featured in this newsletter. (425)827-6951 or taricco@myframeshop.com

LYNN'S TRIVIA

Name That Washington Town

1. When you collect money in monopoly?
2. Reddish brown color?

Answers are published on page 11.

SOME THOUGHTS ON PRICING - PART ONE

From time to time we have conducted pricing surveys with our Guild members. We have also had information available from the annual *Pricing For Profit* issues of *Decor* magazine. My own prices have generally been competitive in the retail total; but usually higher in mounting and fitting charges, lower in moulding pricing, and about even in matting and glazing.

Two areas where I have not even been close, however, is in the charges I have used for dry mounting and needleart mounting. I have analyzed how I arrived at my dry mounting charges time and time again, and because I am consistently at the high end of the scale, I keep evaluating. If so many others are able to dry mount much less expensively, I ask myself if I am factoring the variables correctly? In preparation for this article, and reviewing the surveys, I decided to it again.

Dry mounting retail price should be based on at least three factors: the true cost of dry mount tissue, the material to which the artwork is mounted, and the time (labor) involved.

The most involved part of the cost anal-

ysis seems to center on the tissue. From the Seal line of product, we can choose from the MT-5, MultiMount, Fusion 4000, Colormount, and Archivalmount. If you use only a low cost tissue, this will help to keep costs down. For my usage, however, I use Colormount for photographs, Fusion 4000 for fabric mats and special applications, and the Archivalmount for other mounting. For efficiency in size matching, I use both 24" and 40" wide product with Fusion and Archivalmount.

To develop a formula for costs on pieces under 72 UI and with a length of 40" or less, I take an average my 24" and 40" roll prices. Thus, I use \$0.095 per lineal inch of tissue as an average base cost. I probably average 58 UI per job for matted paper art in a conservation mount package. I feel this would drop to 54 UI for the average dry mount package. To build a retail price structure for non-oversize pieces, I have analyzed costs based on this average size.

The true cost of the dry mount tissue is based upon:

1. Base cost of a roll of tissue from a distributor (\$0.095 per lineal inch).

(Continued on page 11)

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National Glass

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Pacific Framing Supply

Regal Crown Industries

Studio Moulding

Victor Moulding

OPEN FRAMING COMPETITION

If you're a retailer or an individual framer, EPFG challenges you to show off your expertise in the Open Framing Competition. Innovation in framing design is your objective and the subject matter and size is unrestricted. Your entry may be flat or dimensional with no limit on materials or your imagination.

Please return the completed Open Framing Competition entry application by May 9th to be included. All entries must be delivered to the Embassy Suites hotel the morning of May 16 and picked up that evening.

Cash Prizes for: 1st Place, 2nd Place, 3rd Place and Honorable Mention

AWARDS BANQUET DINNER CHOICES

*All entree choices are \$15.00 - reservations are required
includes fresh market greens with a choice of dressing,
rolls and butter, desert and coffee*

*Vegetarian Entree
Chef's Choice*

*Chicken Dijonnaise Entree
White Wine, Dijon Mustard &
Tarragon Cream Sauce*

*Mahi Mahi Entree
Topped with Kiwi Salsa*

INSTRUCTOR BIOGRAPHIES

Ray Dwyer, CPF

Ray has been involved in the framing industry for 11 years. His work has been featured a number of times in Picture Framing Magazine and Decor, twice recognized in the "Frame of the Month" column. His first 6 years in business he received 40 framing competition awards for design. Ray has served on PPFA's Certification Committee helping write the most recent generation of the CPF test and has chaired the Awards and Recognition Committee that sets design and quality criteria for National Framing Competitions. Ray sold a successful framing business in Whitefish, Montana and now resides in Bremerton, Washington where he consults and teaches within the industry.

John Ferens, CPF

A long time chapter member, John has been a picture framer and is now an industry supplier of gallery and frame shop software with his company FerenSoft in Seattle.

As a contributing editor for Decor magazine, John has written over 70 pieces on computers, including the popular "Computer-Ease" monthly column.

Tim Taricco

Tim is a picture framer turned computer guy. After framing for nearly 9 years, he sold one of Seattle's most successful small frame shops in October 1997 to pursue his new Internet business, the myframeshop.com Network. Tim caught the computer bug in May 1994 when he got the 3rd Wizard automated mat cutter made. Since then, his frame shop was completely automated from mat cutting on the Wizard, order entry using FerenSoft Trio!, and a complete Web site at www.frameplus.com. Today, framers can find Tim at www.myframeshop.com/tradeonly.



REGISTRATION / RESERVATIONS

Please Return this by May 9th

1. COMPANY INFORMATION

Company Name _____

Contact Name _____

Address _____

City/State/Zip _____

Phone () _____

3. OPEN FRAMING COMPETITION

Description of competition item

Competitor Name _____

2. DINNER RESERVATIONS

Choose the entree of your choice

Chicken

Vegetarian

Mahi Mahi

Name

Dinner Choice

Return This Form

4. CLASS REGISTRATION

Student Name

<input type="checkbox"/> French Matting	<input type="checkbox"/> Internet	<input type="checkbox"/> Design Concepts	<input type="checkbox"/> Computing
<input type="checkbox"/> French Matting	<input type="checkbox"/> Internet	<input type="checkbox"/> Design Concepts	<input type="checkbox"/> Computing
<input type="checkbox"/> French Matting	<input type="checkbox"/> Internet	<input type="checkbox"/> Design Concepts	<input type="checkbox"/> Computing
<input type="checkbox"/> French Matting	<input type="checkbox"/> Internet	<input type="checkbox"/> Design Concepts	<input type="checkbox"/> Computing
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<input type="checkbox"/> French Matting	<input type="checkbox"/> Internet	<input type="checkbox"/> Design Concepts	<input type="checkbox"/> Computing

Please make your check payable to EPFG and return this form by May 9th to:

Paul Miller
4614 - 180th Place SW
Lynnwood, WA 98037

\$45 per Class
 (non-members \$65)
\$15 per Dinner
 (non-members \$25)

Total \$

(Over Please)



EPFG AWARDS OF EXCELLENCE

One of the most important parts of the EPFG Spring Festival is the awards given to recognize excellence in our industry. Again this year, awards will be given for the "Vendor of the Year" and "Sales Representative of the Year." But this year we have also added two new categories: "Customer Service Person of the Year" and "Delivery Driver of the Year." Please take time to carefully choose your nominations for each award. **Please return by May 9th.**

Delivery Driver of the Year

The Delivery Driver of the Year should be the driver who: professionally represents his/her company well, gives 110%, and represents what is good about our industry.

Driver Name _____ Company Name _____

Customer Service Person of the Year

The Customer Service Person of the Year should be the person who: professionally represents his/her company well, gives 110%, and represents what is good about our industry. Consider nominating a customer service representative, receptionist, warehouse employee, or Will-Call representative for this award.

CSP Name _____ Company Name _____

Sales Representative of the Year

The Sales Representative of the Year should be the person who: professionally represents his/her company well, gives 110%, and represents what is good about our industry.

Rep. Name _____ Company Name _____

Vendor of the Year

The Vendor of the Year should be the company that provides: 1) excellent client service, 2) Product Quality & Selection, 3) Prompt Delivery & Shipping, and 4) represents what is good about our industry.

Please choose from the vendors listed below or nominate one here: _____

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> <i>Art Laminators</i> | <input type="checkbox"/> <i>Framing Fabrics</i> | <input type="checkbox"/> <i>Nurre Caxton</i> | <input type="checkbox"/> <i>Tru-View</i> |
| <input type="checkbox"/> <i>Arquati</i> | <input type="checkbox"/> <i>Hartung Glass</i> | <input type="checkbox"/> <i>Pacific Framing Supply</i> | <input type="checkbox"/> <i>Victor Moulding</i> |
| <input type="checkbox"/> <i>Azuelas Woods</i> | <input type="checkbox"/> <i>Jayeness</i> | <input type="checkbox"/> <i>Regal Crown Industries</i> | |
| <input type="checkbox"/> <i>Crescent Cardboard</i> | <input type="checkbox"/> <i>Larson Juhl</i> | <input type="checkbox"/> <i>Studio Moulding</i> | |
| <input type="checkbox"/> <i>Designer Moulding</i> | <input type="checkbox"/> <i>Logan Mat Cutters</i> | <input type="checkbox"/> <i>The Art Doctor</i> | |
| <input type="checkbox"/> <i>FerenSoft</i> | <input type="checkbox"/> <i>Metal Frames Arts</i> | <input type="checkbox"/> <i>The Canadian Picture Framers School</i> | |
| <input type="checkbox"/> <i>Framers' Inventory</i> | <input type="checkbox"/> <i>National Glass</i> | | |

Return This Form



“French Matting”

by Ray Dwyer, CPF

9:30 A.M. - 11:30 A.M.

Cost: \$45 members, \$65 non-members
Includes Lunch

- ◆ Most Common Uses
- ◆ Necessary Tools & Materials
- ◆ Use of Watercolors / Acrylics
- ◆ Wrapped Bevels
- ◆ Use of Pastels / Marble Papers
- ◆ Proper Position

“Should I Be On The Internet?”

by Tim Taricco

9:30 A.M. - 11:30 A.M.

Cost: \$45 members, \$65 non-members
Includes Lunch

Are you and your company on the Internet yet? If not, you may want to consider it because your competition is.

This seminar is designed to inform you about what is going on out in that other world, the World Wide Web. You will learn everything from how to surf the Internet to getting your company Web site registered on the top search engines.

Come learn about what others in our industry are doing on the Web and see how you can get involved with the Information Super Highway.

“Design Concepts”

by Ray Dwyer, CPF

2:00 P.M. - 4:00 P.M.

Cost: \$45 members, \$65 non-members
Includes Lunch

- ◆ Road Map for Creative Thinking
- ◆ “Emotional Framing”
- ◆ Use of Movement
- ◆ Controlling the Eye of the Viewer
- ◆ Overkill
- ◆ Dead Space
- ◆ Concept Vs. Technology
- ◆ Special Tools & Materials

“No-Hype Computing”

by John Ferens, CPF

2:00 P.M. - 4:00 P.M.

Cost: \$45 members, \$65 non-members
Includes Lunch

Someday soon, every shop will use a computer. In the mean time, computers can provide huge advantages over your competitors.

John's topic, “No-Hype Computing,” will focus on helping you understand the computer tools you can use right now to move your business into the 21st century.

SCHEDULE OF EVENTS

Saturday May 16th

9:00 A.M. - 9:30 A.M.

A.M. Classes Check-In

9:00 A.M. - 11:00 A.M.

*Framing Competition
Registration*

9:30 A.M. - 11:30 A.M.

A.M. Classes

11:30 A.M. - 2:00 P.M.

*Table-top Trade Show
Lunch Buffet*

2:00 P.M. - 4:00 P.M.

P.M. Classes

5:00 P.M. - 6:00 P.M.

*No Host cocktail hour
Popular Choice Voting*

6:00 P.M. - 9:00 P.M.

Awards Banquet

Embassy Suites Hotel
15920 West Valley Hwy
Tukwila, WA 98188-5547
(206) 227-8844



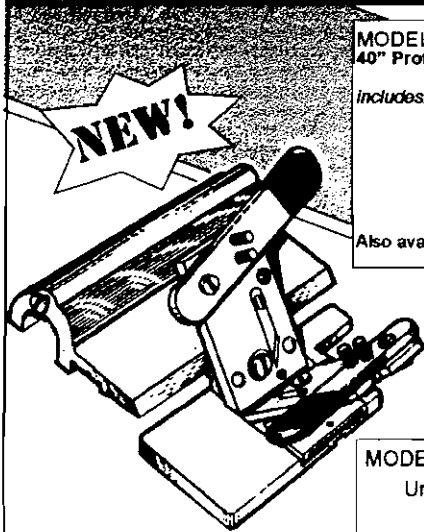
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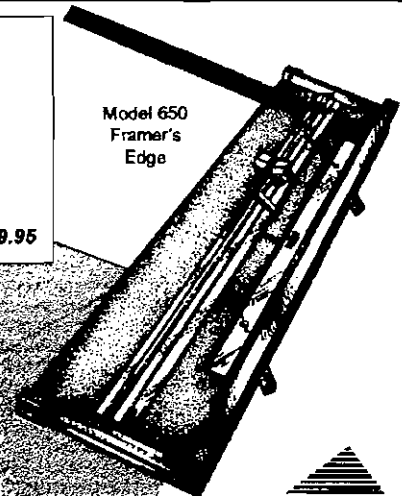
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Fax: 604-533-9680

SOME THOUGHTS ON PRICING - CONTINUED

(Continued from page 5)

2. The wastage of the tissue. I have analyzed my wastage to be 17 to 18% of the tissue itself. This due to trimming, bad spots, etc. This wastage is averaged on the whole "total" roll, not as a percentage of a specific job. Another way of looking at 17.5% wastage is as 82.5% utilization. As I need to price the job on the utilization size, I need to markup the base cost by 21.2% to account for just the wastage. In other words, 17.5% off needs 21.2% markup to balance.

3. The freight in. Freight from a local distributor may be a minimal charge, and freight from the East Coast will be higher. But I just feel I must factor something for the costs involved.

4. Usage - or warehousing. I generally try to mark on the tissue storage box the date of receipt - or the time of putting the roll in use. This way I can tell how long I run between reorders. I have stocked a combination of five types and sizes of dry mount tissue, and I found I would average about 12 months, or one annual turn, on a given roll. Instead of figuring a 10% warehousing fee on a declining value of a roll (declining because the roll is getting smaller), I average it with a half value fee (5%) on the purchase price. You could do a formula based on the exact months of use for each tissue, but because I am so close to one turn average, I didn't get that involved.

So I look at my true cost being made up of: wastage at 21.2%, freight at 10%, and my warehousing at 5%. Thus, I need to multiply my distributor's roll price by 1.362% to determine my true cost. In a 22" X 32" poster, we have 54 UI. It would use 32 lineal inches of 24" tissue. At my average base of \$0.095 per lineal inch, I multiply by 1.362 to determine my true cost. This gives \$0.13 per lineal inch as the true cost. Based on the 54 UI, this represents \$0.077 as the true cost per UI. Using a markup of 3.33 yields a retail price of \$0.257 for the tissue alone.

Check back next month to evaluate the balance of the charges for dry mounting.

by **Paul Miller, CPF** - Lynnwood, Washington

Lynn's Trivia Answers

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On March 7th, Frame Design Northwest in Issaquah hosted the Northwest Regional PPFA Framing Competition. Winners from the regional competition will compete at the national PPFA competition in Dallas, Texas this month. Congratulations to all the winners.

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