

The EPFG met at the Frye Art Museum, in Seattle, April 16th for a special presentation by Ann Jespersion, collections manager, David Andersen, the museum's framer and hanger, and Kimsey Sorensen, frame historian. The museum staff is charged with the care of the art collection in storage and while on display. As part of the Frye's recent remodel, the museum can now control temperature, humidity, air quality, light levels, and ultra-violet exposure.

APRIL IN REVIEW

Ann and David share the same concerns many of us have when framing the museum's pieces. They prefer methods which are reversible. The museum uses conservation quality boards, U.V. acrylic, mylar corners or rice paper hinges, coloplast or blue board as backings, brass mending plates to hold in oils and metal frames if possible rather than wood.

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

MARK YOUR CALENDAR MAY 16, 1998

You are running out of time if you haven't gotten your registration/reservation information in for the 5th Annual EPFG Spring Festival. This year's event takes place at the Embassy Suites Hotel in Tukwila, Washington on May 16th. The sign up deadline is May 9th.

The banquet this year will be more exciting than ever before. The awards have been expanded to include: Best Customer Service Representative and Best Delivery Driver along with the usual Best Sales Representative and Vendor Service Awards. Be sure to make your vote count by returning the nomination ballot on page 8 of this newsletter. But remember, the best part of the banquet will be the food. The Embassy Suites Hotel has a fabulous chef that will be preparing three delicious entrees for your pleasure.

The EPFG Spring Festival is a legitimate reason to take a day off of work. Look on page 9 of this newsletter to view the schedule of events. So come to Tukwila to learn a little, eat a little, see a little, and have a lot of fun.

INSIDE THIS ISSUE

FEATURED SALES REPRESENTATIVE OF THE MONTH	3
A MESSAGE FROM PAUL	4
SOME THOUGHTS ON PRICING - PART TWO	5
SPRING FESTIVAL INFORMATION	6
"BACK ON THE BACK"	BACK



May 1998

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

EPFG on the Web
www.myframeshop.com/epfg/members/

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TABLE-TOP SHOW AT THE EPFG SPRING FESTIVAL

Come have lunch and see these vendors at the Spring Festival on May 16th, 11:30 AM - 2:00 PM.

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HOW TO CONTACT US

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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,

If you have been reading this newsletter over the last few months, you'll notice that the 5th Annual EPFG Spring Festival has been advertised heavily. This has been done because this event is a very important part of our organization. This event lets us: educate our members, publicize our supporting vendors, reward excellent people in our industry, and enjoy each others company in a social venue.

I encourage you to attend at least one part of this grand event. If you own a company, think about rewarding your employees by sending them to the 5th Annual EPFG Spring Festival. My employees always appreciated the opportunity to attend this event and I'm sure yours will too.

TIM TARICCO
EPFG NEWSLETTER PUBLISHER

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) 885-9730 **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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Sales Representative

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FEATURED SALES REPRESENTATIVE OF THE MONTH

Meet **Molly Boone-Neese, CPF of Jayeness Moulding Co.** My career in framing began after I graduated with a technical theatre degree from Eastern Washington University in Cheney. My set and lighting design background landed me a job in a 'Frame It at the Bon' (remember those?). I was lucky enough to be trained by someone who had framed for a museum, so I received an excellent education in conservation framing (something that wasn't as strong in the industry during the mid 80's as it is today). My husband and I moved across the country over the next few years. First in Iowa for 2 years, then on to Michigan. Every time we settled in a new place I first, had a baby, then did a little theatre, then always found my way back to a frame shop.

After working for a local shop in Port Huron, Michigan for a couple years, I was presented with the opportunity to buy that business. I still can't believe I took on this challenge! I had a 6-month-old son, a 3-year-old son, and a 5-year-old son... and living on my husband's teacher's salary, no extra money. But I knew this opportunity would probably never present itself again. So, with my husband's reluctant blessing, I contacted an acquaintance who had voiced an interest in investing in a small business.

My partner Mark, an artist had a "real job" to support his family (nearly identical to mine in ages). He was very excited at the idea of doing something closer to his true love, art. We decided to build our business conservatively with me running the shop and he putting in time when he was off work (evenings, weekends, and vacations) investing the profits back into the business for 2-3 years. Together we helped our "baby" grow into a successful, high-end custom framing studio with very specialized services. We offered very creative framing, in-home and in-office consultation, and hanging services. We found that no other shop in the area offered anything like this and word-of-mouth helped our business blossom. In a few short years our business grew 500% in gross sales.

In 1996, I decided to move back to my home state of Washington, due to personal reasons. It had been 13 1/2 years since I'd lived in western Washington, but I knew this industry could support myself and my growing sons; Ryan, 11; Liam, 9; and Graeme, 5. So, through contacts in Michigan, I was put in touch with Randall Haupt at Jayeness. In February 1997 I became the sales representative and instructor at Jayeness Moulding Co.

(Continued on page 5)



A MESSAGE FROM PAUL

It's time again for our big annual Spring Festival. Everyone is excited to be having it hosted at the Embassy Suites Hotel in Tukwila this year. The Embassy Suites is a beautiful hotel with lots of room for our event.

You'll notice from all marketing literature that this year's event is bigger than in years past. Moving the Spring Festival to a bigger and nicer hotel allowed us to add the table-top trade show. We've also included a deli bar lunch for everyone attending the classes and trade show. Lunch is free to everyone attending the classes and only \$5 for framers only attending the trade show.

I'm really excited for the two new awards that we will be awarding at the evening banquet. The Customer Service Representatives and Delivery Drivers for our vendors are probably never thanked by us framers for the great work they do. These two awards are a great way to recognize all the hard work they do. I encourage you to get your votes returned by May 9th.

I hope to see you at the Spring Festival.

Paul Knoop
EPFG President

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MEET MOLLY BOONE-NEESE

(Continued from page 3)

I have always believed that salesmanship isn't just pushing a product or service; it's a combination of educating and believing in what you're selling. This belief, I feel, works in any arena; retail or wholesale.

I remember my favorite sales reps were the ones that understood where I was coming from; ones that were framers. I think that is one of the assets that I have to offer... shared experiences. I love sharing new products and new ideas with my customers, as well as letting them "pick my brain" for information that can help them become more successful.

It's been an exciting 15 months in Seattle getting to know so many of you, and I plan on many more years of friendship and service to you through Jayeness.

Contact Tim Taricco to have your biography featured in this newsletter.
(425)885-9730 or
taricco@myframeshop.com

SOME THOUGHTS ON PRICING PART TWO

In the exercise of evaluating costs to determine a proper retail level for dry mounting, I covered the dry mount tissue factor in Part One. To review, I determined my true cost was \$0.13 per lineal inch of tissue and that I arrived at a retail price of \$0.263 per United Inch for the same tissue.

For the purposes of mounting boards in this evaluation, I have used regular foam board. I have also developed pricing for acid-free materials, but I felt that the regular boards would be most applicable for this example. My retail price for regular foam board is \$0.22 UI.

In developing prices for shop time, I admit I set the price based on the time in which I would like to complete the job. I find, however, I am frequently slower - due to interruptions, etc. But for dry mounting: I allow 2.5 minutes for preparation - setting up the tissue, trimming to size, tacking, and stacking for multiple jobs; I use 2.5 minutes press time; I use 1.5 minutes for cooling, although I am generally cooling one piece while another is in the press; and 2 minutes for trimming the substrate board to the usable size. So I guesstimate at 8 to 9 minutes per piece. It should be noted I did not factor in prepressing of materials, which is needed with the mangle type presses. At \$0.75 per minute, this would

(Continued on page 11)

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Metal Frames Arts

National Glass

Nurre Caxton

Pacific Framing Supply

Studio Moulding

Tru-View

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

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
<input type="checkbox"/> French Matting	<input type="checkbox"/> Internet	<input type="checkbox"/> Design Concepts	<input type="checkbox"/> Computing
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Please make your check payable to EPFG and return this form by May 9th to:

Paul Miller
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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>National Glass</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>Nurre Caxton</i> | <input type="checkbox"/> <i>Victor Moulding</i> |
| <input type="checkbox"/> <i>Corona / Omega</i> | <input type="checkbox"/> <i>Jayeness</i> | <input type="checkbox"/> <i>Pacific Framing Supply</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>Mat Maestro</i> | <input type="checkbox"/> <i>The Canadian Picture Framers School</i> | |
| <input type="checkbox"/> <i>Framers' Inventory</i> | <input type="checkbox"/> <i>Metal Frames Arts</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
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Tukwila, WA 98188-5547
(206) 227-8844



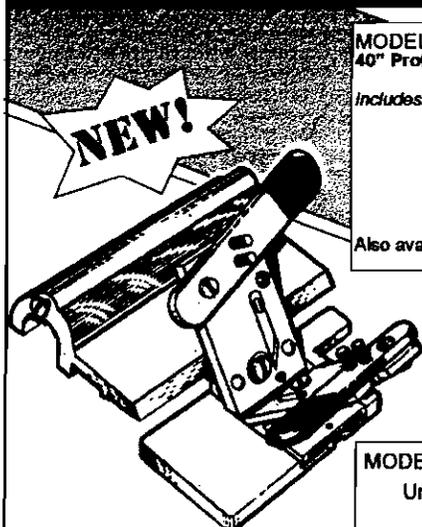
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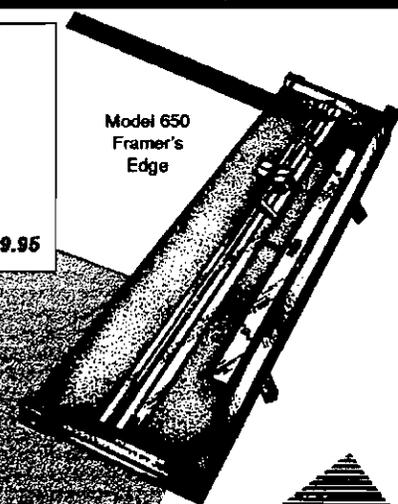
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SOME THOUGHTS ON PRICING - CONTINUED

(Continued from page 5)

be \$6.38 for 54 UI, or \$0.118 per UI.

It might be argued by some that my labor costs should be absorbed in my markup of the materials. I can accept a portion of the cost with that concept, but the labor here is related to a different part of the process. So, how much should I absorb into material markup? For instance, I find it much easier to perform "museum-type" conservation mounting than dry mounting. It certainly takes less time. So, for the sake of argument, let us knock off 50% of the labor portion - so we are at \$0.055 per UI.

The retail analysis combines: tissue at \$0.217/UI, substrate at \$0.22/UI, and labor at \$0.055/UI - for a total of \$0.492/UI. The Guild average, based upon our last survey is \$309/UI. *Decor* national average is only \$0.288/UI. One of our leading suppliers, that publishes a recommended retail list, suggests \$0.40/UI. This means my retail of \$0.49 is on the high side. Incredibly, our Guild low figure was at \$0.10/UI, which is only \$0.03 above my true cost analysis of the tissue alone.

A question is what might I be missing in the analysis? Am I just overpriced, or overly cautious about working for nothing? An influence for me to encourage all framers to thoroughly analyze their situation is Crescent PerfectMount. Certainly less prep time, no prepress requirement, and no cost heating a platen. Yet with similar markups, I see PerfectMount retailing much higher than dry mounting. Might we be offering our dry mounting at what is too good a bargain?

by Paul Miller, CPF - Lynnwood, Washington

HAVE YOU HEARD THIS ONE?

The picture frame shop where I work has been in business for more than 20 years. One Sunday a customer called wanting to buy a large frame. "And by the way, I've spent a lot of money at your store over the years," he said. "I think I should get a discount."

"Only our owner can give a discount," I explained, "and she won't be in until tomorrow."

When the customer said that he'd come in the next day, I asked him if there was anything else I could help him with. "Sure," he said, "Where is your store located?"

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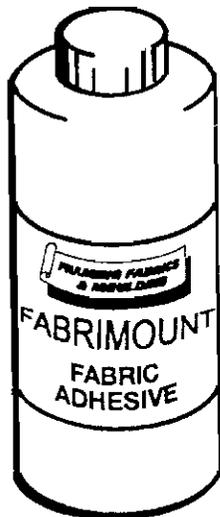
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This adhesive can be used to mount all of our fabrics, from the heaviest linens and suedes to the lightest, most delicate silks. It is applied with a foam-type paint roller, and is ready to accept the fabric immediately. There is no waiting period, so you get done sooner. No equipment is needed, so you don't have to invest large sums of money. It's simple and easy to use, so you don't have to invest much time learning how to use it, either. It's versatile, strong, allows easy clean-up, and will take the "work" out of fabric-wrapping.

Quart: \$10.50

Gallon: \$32.00

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Vacuum Press 40" x 30" - Works great, well built steel construction. \$300 Call for details 425-885-7108.

Seal Drymount Press: press 12 x 15 - 110S. Call Al at Graphics Supply 206-443-3333.

Call for Unusual Picture Frames: Do you have an unusual frame such as Tramp Art or an elaborate Tabernacle? If so, your frame is needed for the EPFG Spring Festival. Call Paul Knoop 253-564-2320 for details.

Once In A Lifetime Chance! We are interested in acquisition of several retail custom framing businesses in the Northwest area. To qualify, each store location must be doing a minimum of \$150,000 in gross annual sales. We will entertain purchase of all assets at fair market value and pay an additional two times earnings for your business. Serious individuals may respond to 206-325-7216 or in writing to Custom Framing Acquisitions 2215 Yale Ave. E, Seattle, WA 98102.

For Sale: Two Elton Bennet silk-screens, Seabird's Cry #1 and Outward Bound. Both recently reframed with archival materials. Contact Bill Baty, 253-566-8489.

Oval Master mat cutter in brand new condition including all necessary accessories. Has probably cut fewer than 50 mats. A steal at \$595. Call Matthew at 206-364-8201

For Sale: C&H mat cutter, model C-52. Cuts up to 40". Has removable mat guide and stops. Performs bevel and straight cuts. Like new condition - \$275. Call George March at 360-653-2524 or 360-659-7822.

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“BACK ON THE BACK” EPFG UPCOMING EVENTS

See, we do listen to your requests. We have moved the EPFG Upcoming Events Calendar back to the back page of the newsletter. This should make it much easier to keep up with all the events happening with the Evergreen Picture Framers Guild.

May 1998

Date: 16th - Embassy Suites
Tukwila, WA 9am - 9pm

Topic: 5th Annual EPFG
Spring Festival

June 1998

Date: 9th - Accent On Framing
Issaquah, WA
7pm social, 7:30 meeting

Topic: Glass Mats

July 1998

Date: 14th - Lake City Pict. Fr.
Seattle, WA
7pm social, 7:30 meeting

Topic: Yellow Page Advertising

August 1998

Date: 2nd - Woodland Park
Seattle, WA
11am - 3pm

Topic: Annual Summer Picnic

September 1998

Date: TBA, multiple location
meetings

Topic: TBA

October 1998

Date: 13th

Topic: TBA

**Directions to the
Next Meeting**

May 16th - 9am

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

Driving north or south on I-5,
exit onto I-405 north. Take
exit #1. West Valley High-
way South. Hotel is on the
southeast corner of West Val-
ley Highway and Longacres
Way.



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