

# 1998 EPFG SPRING FESTIVAL REMEMBERED

The fifth annual EPFG Spring Festival was held May 16 at the Embassy Suites Hotel in Tukwila, Washington. The event consisted of classes, a table-top trade show, an open framing competition, and awards banquet. It was a great opportunity to meet with retailers and vendors to exchange ideas and information about the picture framing industry.



**Enjoying the Banquet**

Ray Dwyer taught classes on French matting and design concepts. Class participants learned new creative skills to "Wow" their customers. Tim Taricco helped retailers understand how to use the Internet as a tool in promoting their businesses. John Ferens demonstrated the importance of the computer in managing the daily details so crucial to the success of every business. He outlined software programs, noting their uses and applications for the retailer.

For the first time, EPFG hosted a vendor table-top trade show. It was an excellent opportunity for retailers to see new product lines and services and to talk with local area sales representatives.

A highlight was the open framing competition. Entries ranged from the timeless elegance of traditional framing to frames and mats that dictated the artwork within. The EPFG board would like to thank the participating framers for sharing their creativity.

Nearly 50 people attended the evening banquet where the keynote speaker, Don Doman, stressed that each of us is writing a book about our business every day. Whether our book will be a mystery, a cliff hanger, or a success novel is determined by the choices we make in the way we run our businesses. Don shared some strategies for creating good customer relationships so that each of our books will be a best seller.

The evening was capped by the framing competition awards, vendor awards of excellence, a special award to Frank Larson for his service to the EPFG, and door prizes courtesy of the vendors and Don Doman.

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



## NEXT MEETING JUNE 9TH ~ GLASS MATS

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# Picture Framers GUILD

June 1998

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

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[www.myframeshop.com/epfg/members/](http://www.myframeshop.com/epfg/members/)

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### HOW TO CONTACT US

#### Membership, Payments, Change of Address:

Paul Miller, EPFG Treasurer  
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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,

The way you treat your customers will effect the success of your business. I know that seems obvious, but you would be surprised how many business owners forget that over the years.

We feel the same way with the Evergreen Picture Framers Guild. We want you to feel welcome to join us at any of our events, whether you are a EPFG member or not, a business owner or not, everyone is welcome.

With that all said, join us at our next monthly meeting on June 9th. Our new official greeter Lynn Clark would like to meet you and set you up with an EPFG name badge.

TIM TARICCO  
EPFG NEWSLETTER PUBLISHER

The EPFG Newsletter and Internet Web Site are published monthly by Tim Taricco. **Mailing Address:** P. O. Box 411 - Redmond, Washington 98073-0411. **Phone:** (425) 885-9730 **E-mail:** [taricco@myframeshop.com](mailto: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. Newsletter Design © 1998 T.M. Taricco 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 **Tim Taricco** of **Art Laminators (Colorplak)** and the **myframeshop.com Network**. In April, Tim joined Ted Heekin as part of the Art Laminators sales team. Tim has been in the art and framing industry since 1988.

My first job was as a mat cutter for Isidore Limited in Kirkland, a framed gift line manufacturer. I worked there for a year perfecting my mat cutting skills while attending college. Then I got experience in the distributor side of this industry working for Superior Moulding. While spending hours behind the saw cutting Neilsen chops I dreamt up my first business venture, Frame Plus. Ten days before my 21st birthday, I left Superior Moulding to become self-employed.

Frame Plus was originally a part-time business while I completed my Bachelors degree, but truly became a "real" frame shop when I moved it from its warehouse location in Ballard to its current location in the Greenwood neighborhood of Seattle. For the record, Frame Plus was started with \$1000 cash and a \$2000 credit line on a Seafirst credit card.

Frame Plus was built with intense marketing, a large commercial clientele and the use of technology. In June 1994, the 3rd Wizard automated mat cutter ever made was installed at Frame Plus. This piece of equipment changed the way business was done at Frame Plus and probably my career. I realized then that I should pursue a career in computers, since I enjoyed the technology part of the business most.

Last October I sold Frame Plus to pursue my next business, the myframeshop.com Network. My new company is two integrated Web sites created to help promote the art and framing industry. Selling for Art Laminators allows me to get out and promote my Internet company along with their Colorplak product.

A year ago Memorial Day weekend I married my wife Amy, the true love of my life. Sometimes she thinks it is business, but I'm here to set the record straight. In March we bought our first house together and we are getting the know all the folks at Home Depot and Eagle Hardware very well.

I've enjoyed publishing the last 8 EPFG newsletters. I think the EPFG is a very important part of our industry and that is why I take this newsletter so seriously. I hope you enjoy reading it each month. I'll meet you all soon in my trips around the US or on the Internet promoting the myframeshop.com Network and Colorplak.



## A MESSAGE FROM PAUL

First this month, a few big "Thank You's": To everyone who made last month's Spring Festival a success; Vendors, Instructors, Board Members, and those of you who attended the show, classes, and dinner. We are still interested in your feedback for next year's program, so contact any Board Member with your thoughts. On the down side was the disappointing turn out at the table-top trade show. The vendors went to a lot of effort and expense for our benefit, with a sparse attendance. We will be looking closely at how to improve this in the future.

In looking over earlier newsletters, I see several things which can be updated. Newsletter upgrading and membership goals for this year are on track. It is obvious that Tim Taricco is doing a great job with the newsletter, but we still need your help with articles and ideas to continue the improvements. Membership currently stands at just over 150, which is good, but we need to continue growth. We have recently prepared a membership brochure and application which is available to our vendor's sales representatives for prospective members, and will be provided to those on the mailing list whose dues are not current.

Plans are still underway for meetings outside the Seattle-Tacoma metro area, with the target date of the Sept meeting East of the mountains and probably in the Aberdeen area, with the possibility a meeting further north of Seattle....any volunteers? Keep up on this project, as we are trying to reach YOU.

Contact with the current PPFA leadership indicates that they are continually making changes and working to get the organization back on track with the objective of increasing their membership and organizing (reorganizing) in those areas presently without a Chapter. Financially, they are in the black, and are routinely providing us with financial information as the Treasurer indicated in

*(Continued on page 9)*

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# THE ART & FRAMING TECHNOLOGY VAN

Have you seen the ads for The Art and Framing Technology Van in Picture Framing Magazine? It's going to be in the Northwest this month!

The Art and Framing Technology Van is a 25 foot custom built Mobile Showroom. Local Northwest businesses such as Wizard International (Mulkey, WA), Larson-Juhl (Seattle, WA), FrameTek (Oregon) and the myframeshop.com Network (Redmond, WA) have sponsored this project with other vendors to help bring information, technology and profitability to framers across the country. In the AFTV framers will have the opportunity to have HANDS ON, one on one time with any or all of the products on board. The interior



is laid out to be a miniature frame shop with corner samples, two computer stations, an actual automated mat cutter and much more. The 1997 PPFA competition winner is also on board for your review and critique!

The AFTV will be in Oregon June 8 -10, Western Washington June 15 -24, and Eastern Washington June 29 - July 1.

This is an excellent opportunity for you to see what technology advancements are happening in our industry. I suggest setting up an appointment to have the AFTV stop by your shop and show you what computers can do to help you. To set up a personal appointment with the AFTV, contact 1-800-381-0600.

Visit the EPFG Web site to link to more information about The Art and Framing Technology Van.

by **Tim Taricco** - Redmond, WA

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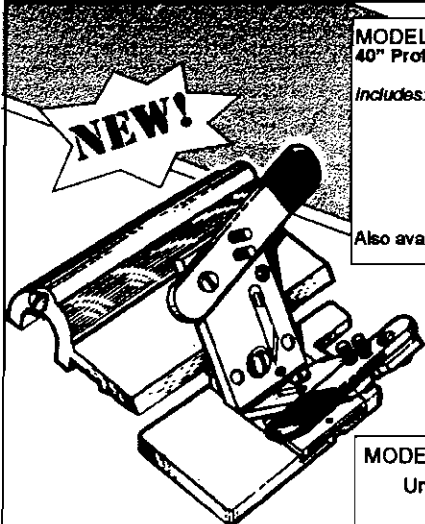
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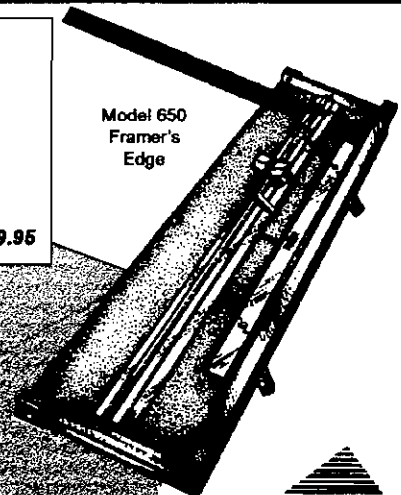
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John LaBrie,  
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**Sales Representative of the Year** - Joe Huber, Studio Moulding

**Vendor of the Year** - Larson-Juhl

**Customer Service Rep. of the Year** - Joy Farman, Larson-Juhl

**FRAMING COMPETITION WINNERS**

**1st place**

Jodi Norton and Linda Watson, Frame Design Northwest




**2nd place** - Shawn Austin, FastFrame

**3rd place** - Dick Nelson, Firdale Gallery

**Popular Choice** - Jodi Norton and Linda Watson, Frame Design Northwest

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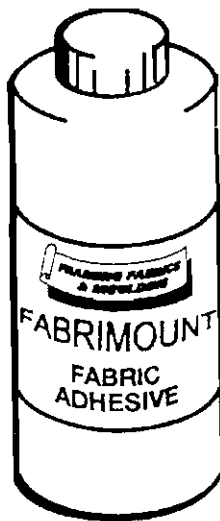
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## MORE FROM PAUL

*(Continued from page 4)*

March they would. Look for an analysis of their operations (and ours) next month.

Finally, make plans now to attend the annual picnic, to be at Woodland Park on Sunday, August 2nd. It's your chance to have fun with your family and friends at Guild expense. See you at Kioshi's on the 9th.

*Paul Knoop*  
EPFG President

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**FRAMING SUPPLY**



BACK

EVERGREEN PICTURE FRAMERS GUILD

## EPFG UPCOMING EVENTS & NOTICES

### 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

### Next Meeting June 9th - 7 pm social, 7:30 pm meeting

Accent On Framing  
3058 Issaquah-Pine Lake  
Road SE  
Issaquah, WA 98027  
(425) 557-5494

### September 1998

**Date:** TBA, multiple location  
meetings

**Topic:** TBA

### October 1998

**Date:** 13th

**Topic:** TBA

### November 1998

**Date:** 9th

**Topic:** TBA

Take I-90 to Issaquah exit #17 - Front Street. Go north on Front Street. Turn right on Issaquah-Fall City Road (76 gas station). Stay in left lane for 3 miles, the road will change name to Issaquah-Pine Lake Road. Go to QFC shopping center. Frame shop is located between QFC and Rite Aid.

See more picture from the EPFG Spring Festival on our Web site:  
<http://www.myframeshop.com/epfg/members/>



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