



# JULY 1998 PRESIDENT'S LETTER

Well it appears that Summer is here, at least by the calendar, if not weather-wise. Hopefully, your business is coming out of the Spring slump, or better yet, did not even have one. Things are starting to pick up a little in my area, but business is not really booming. At least we have had some time to review the past and think about the future and how to improve service to customers, appearance of the store, and what can be done to improve efficiency.

A meeting with several sales reps proved to be very valuable in this process; they provided a fresh set of eyes looking at our operation and store "for the first time," not as we do everyday. Thus, they saw things which we have overlooked for months or years but were not seeing. And, they made observations through the eyes of a customer, providing the thoughts that a customer probably has, but would not express to us. The result was a roadmap for reorganization of our display area, which when completed will present an entirely different picture of our shop's capabilities and focus on those subtle messages which we want our customers to take away with them, and get them back in the shop.

You don't need this kind of assistance? Good for you! You don't have that rapport with or confidence in any of your sales reps? Well, that's unfortunate, because they can provide many other services besides selling you corner samples or the latest gadget. Maybe there is another shop owner or close friend whose opinion you trust, and that you are comfortable with asking them to walk in the door, and really look around as a customer would, and honestly tell you what they "see." What do they really like or dislike about your displays? Do you present the image that you intend, and that you think you do? Many times (daily?) we unlock the door, walk through the gallery to the back, and never really look around at the overall impression our customers get on entering our store. You may be surprised at what a critical appraisal will tell you about the look you present.

On another note, I had an opportunity this week to take advantage of the Art and Framing Technology Van while they were in Western Washington. If they have not

*(Continued on page 4)*



**NEXT  
MEETING**

**JULY 14TH - 7 P.M.  
LAKE CITY PICTURE FRAMING  
YELLOW PAGE ADVERTISING**

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**July 1998**

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

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### HOW TO CONTACT US

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

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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 Evergreen Picture Framers Guild is more than just educational opportunities. It is also fun and friendship with others. This is best expressed at our annual summer picnic. We are less than one month away from the EPFG annual summer picnic on August 2nd. This year's event has been moved to Woodland Park in North Seattle. EPFG will be providing the burgers and hot dogs, soft drinks, plates, and napkins. You are asked to bring a salad, chips, or a desert to share. Also, bring your summer outdoor games.

I look forward to seeing all of you there!

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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## INDUSTRY NEWS

**Albecca Inc.** - On May 22, 1998 the company we all know as Larson Juhl, made it's initial public offering. Larson Juhl Inc. changed its incorporated name and corporate status when the company went "public." Albecca Inc. will continue to do business under the Larson Juhl name.

The IPO is expected to come available in early July in the amount of \$75 million and will be traded on the New York Stock Exchange.

Albecca Inc. sells its more than 25,000 products through retail custom framers and home decorating centers in 20 countries, with North America and Europe accounting for most of the company's sales. To design, manufacture, and distribute its products, Albecca Inc. operates more than 75 facilities worldwide. Principal shareholders include chairman, president, and CEO Craig Ponzio.

**Regal Crown Industries** - In June, Regal Crown Industries announced the release of their new Web site located at <http://www.regalcrown.com>.

You are encouraged to visit their Web site to learn about their products: Mat Maestro automated mat cutters, Omega saws, Corona vacuum presses.

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## PRESIDENT'S LETTER CONTINUED

*(Continued from page 1)*

been to your area yet, or if you have not taken advantage of this opportunity to check out some of the products and ideas presented by this traveling trade show, please do so. You can check their itinerary via the Internet at several suppliers Web sites, or through Picture Framing Magazine.

This month's EPFG program dealing with Yellow Page Advertising should be a good one, so I hope to see you at Lake City Picture Framing on the 14th.

*Paul Knoop*  
EPFG President

## CLASSIFIED ADS

**For Sale:** Tec MA230 cash register, uses departments, \$300 OBO (\$1500 new). Art Sleeves, make offer. Come see these items at the July EPFG meeting at Lake City Picture Framing. Contact Lynn 206-363-2100.

**Vacuum Press 40" x 30"** - Works great, well built steel construction. \$200 Call for details 425-885-7108.

**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.

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## PPFA FINANCIAL STATEMENTS AN INTERIM REVIEW

Earlier this year your EPFG board had the opportunity to meet with Barry Kaufman of Sandel Glass. Barry Kaufman's participation, however, was in his capacity as an officer of the national PPFA organization.

Barry wanted to assure your EPFG board that PPFA, under the administration of the new Executive Director and Board, was viable and responsible from a fiscal standpoint. Barry expressed PPFA's desire to bring about a return of the EPFG as a chapter of PPFA, and have our organization - and members - as an active contributor to PPFA's future. To this end, Barry has supplied EPFG with new financial data for the first two months of operation, and then some supplemental data for the first quarter.

Paul Knoop has asked me to review these financial statements and make some comments for our membership.

I am greatly encouraged by the information provided, and by the openness with which PPFA is seemingly now ready to deal with finances. Under the years of Rex Boynton, it was certainly a different picture.

Barry had told us at our meeting that PPFA now had \$100,000 in cash to work against operating expenses for this fiscal year. And, that with the understanding and agreements with vendors, they would be able to build into the future without worry of bankruptcy.

The financial statements provided do show a cash base as Barry stated. With the cash, other assets bring the total of assets to a stronger looking positive number. The statements show liabilities slightly in excess of the half million dollars that we have heard about for the past two years. The effect of the new positive number for assets, when added to the negative liabilities creates a new negative number called negative assets. It means that PPFA has found some funds to relieve short term cash flow, but it has not yet provided relief from the negative financial status left over from prior administrations.

*(Continued on page 9)*

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## EPFG ANNUAL SUMMER PICNIC

AUGUST 2ND  
11 A.M. - 3 P.M.

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on the back of this newsletter



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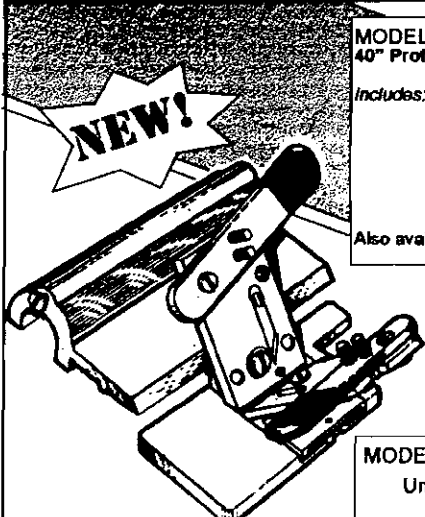
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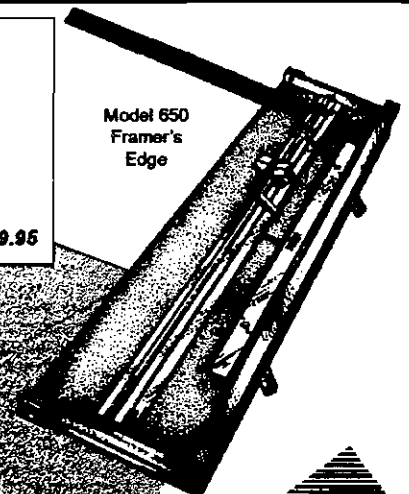
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## JUNE MEETING IN REVIEW

The subject for the evening was glass mats. Paul Knoop presented several methods of producing glass mats. The simplest is using a stencil held in place by spray adhesive and with a paint brush apply etching cream to the area. You can make your own stencils or purchase them precut. The second technique is to mask the area with contact paper, cut out the desired design and sandblast the glass to the desired look. The next method would be to apply gold leaf or a metallic tape in a line pattern on the glass, mask off areas you want left clear and spray paint over your lines an open glass (example: gold lines with black painted background). The last is using making a stained glass to be used as a mat. Kiyoshi Toda presented other methods of glass mats. This method is used with a combination press. Glass is painted with the desired design over a broad area with no concern for neat lines. Apply print guard laminating film over the painted glass and use your press to adhere lam film to the glass. Score the desired lines or design and peel off the unwanted paint and lam film. Colored paper can be adhered to glass with fusion 4000 then laminate film is placed over the paper. Score and remove any area not needed for the design. Both Paul and Kiyoshi shared tools and tips and tricks to make these special projects fun and profitable.

Did this meeting sound interesting and fun? Make sure you are part of next months meeting so you will have all the information first hand.

By **Donna Rickman** - *Finishing Touches* - Mill Creek, WA

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## LIP FINISHES

Bright Gold ❖ Antique Gold ❖ Antique Silver

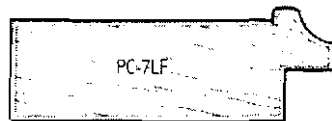
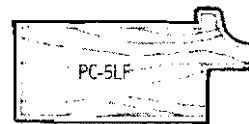
## FABRICS

Manhasset Natural ❖ Manhasset Oyster  
Belgique Natural ❖ Marquis Black

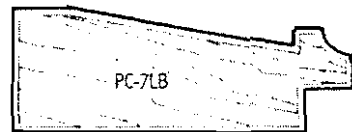
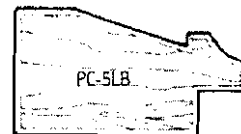
All are pre-covered. However, we are also able to meet most of your custom needs (*Custom Wraps*), just call and ask our Customer Service Department personnel. Upon request, we can cover our lip liners with any of the 500 fabrics we sell. A 50 ft. minimum applies to liners cut to 6 & 4 or 5 & 5 ft. lengths; a 100 ft. is required on liners in standard 10 ft. lengths.

These liners are in addition to the original thirty liner profiles we offer in Primed, Pre-covered and *Custom Wrapped* both in length and chop.

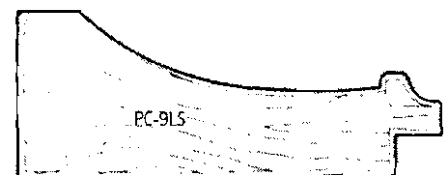
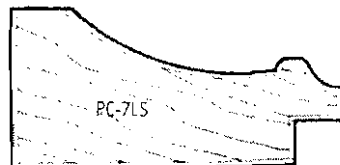
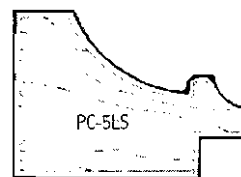
### FLAT



### BEVEL



### SCOOP



Shown Actual Size





## PPFA CONTINUED

*(Continued from page 5)*

From an outsider's viewpoint, I do not see reductions in accounts payable, old convention debts, or monies due chapters under the joint dues structure. What ever happened to the pending lawsuit against PPFA from Art Supply organization that did the ill fated trade show with PPFA? While Barry indicated much of these expenses was negotiated down, or totally away, it has not yet shown up on any of the statements.

From a positive standpoint, I found two strong points. Membership is at a higher figure than we were given in 1997. This could be helpful if PPFA is to be successful in coming back from the brink. The second factor relates in working to budget. In comparing the actual expenses to budget during 1st quarter, PPFA has run 12% behind expected revenues. However, they have cut expenses during that same period by 23%. Thus, they are ahead in 1998 for actual costs versus planned expenses.

At our meeting, Paul Knoop expressed EPFG's concerns to Barry about PPFA's prior financial practices and status. And, when Barry extended PPFA's desire for EPFG's return, the response was guarded caution. We wished PPFA well, but we wished insure that their fiscal viability was reality.

Barry is extending his information and communication to help show EPFG the progress PPFA is making. There are encouraging signs, but I think we should continue to monitor the situation. The fact that the PPFA board in being informed and working towards proper business procedures is, in itself, a marvel from the Rex Boynton leadership and rubber stamps under his thumb. We must continue to see developments.

By Paul Miller - *Museum Quality Framing* - Lynnwood, WA



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All of these exciting events will take place on Saturday, August 22nd, from 11:00am to 3:00pm at our Portland warehouse.

In addition, we will be offering four 1/2-day workshops taught by John Ranes on Sunday and Monday, Aug. 23-24. Please call for more information.

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**EPFG UPCOMING EVENTS & NOTICES****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:** Summer Picnic - Bring a  
salad, chips or desert to share.  
Soda and burgers provided.

**September 1998****ABERDEEN, WA**

**Date:** 8th - TBA

**Topic:** Yellow Page Advertising

**BELLINGHAM, WA**

**Date:** 9th - TBA

**Topic:** TBA

**SPOKANE, WA**

**Date:** TBA

**Topic:** TBA

**NEXT MEETING**

**July 14th - 7 pm social,  
7:30 pm meeting**

Lake City Picture Framing  
14028 Lake City Way NE  
(206) 363-2100

LCPF is located in North  
Seattle. Take I-5 to the 145th  
Street exit. Go East on 145th  
until Lake City Way. Turn  
right and look for LCPF on  
the left side of the road. Some  
Eastsiders may find it quicker  
to take Bothell Way around  
the North side of the lake.  
Bothell Way turns into Lake  
City Way.

**October 1998**

**Date:** 13th - TBA

**Topic:** Getting ready for the  
Holidays.

**November 1998**

**Date:** 9th - Colorplak®  
Redmond, WA - 7 PM

**Topic:** Nightmare on Frame  
Street. Bring your best night-  
mare customer and framing  
stories.

**August Picnic Directions** (Woodland Park shelter #7) - From I-5 in North Seattle, take the NE 50th St. exit and go West on NE 50th. Turn right at Stone Way which will turn into Greenlake Way. Move to the left lane and turn left at West Greenlake Way. (golf course on the corner) Make the first left into the parking lot after the soccer field; turn right to go up the hill. Shelter #7 is on the left side at the top of the hill.



T. M. Taricco  
P. O. Box 411  
Redmond, Washington 98073-0411

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