

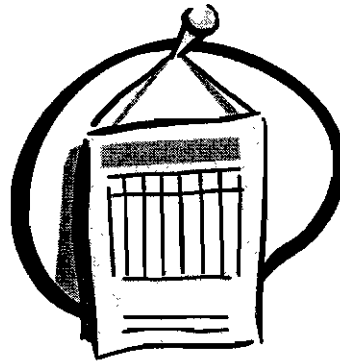
HERE'S WHAT YOU MISSED

In October, the EPFG held meetings in Everett and Spokane Washington. The Eastern Washington meeting was on Oct 5th. Our president Paul Knoop, went to Spokane to facilitate the meeting on glass matting. There were 9 frame shops represented, with several folks traveling over 100 miles to attend. Three non-member shops believe in the work of the EPFG, and joined as new members. There was a lot of enthusiasm, and it was great to meet some new folks.

The Everett meeting was held at Anabel's Framing on October 13th. Our hostess, Helen Kane, led the evening discussion on getting ready for the holidays. There were a number of great ideas for Christmas merchandising, starting with the planning process, decorating, window displays, and gift ideas. Participants shared strategies for handling rush orders, organizing work, and ways to deal with the all too familiar "out of stock" problem. Sales reps made suggestions to help retailers cope with the holiday crush and to insure fewer problems with deliveries. Throughout the evening, there were many times that retailers and vendors spoke about the importance of helping each other out and of sharing information with each other. This was a great meeting and you missed out if you weren't there.

NEXT MEETING

TUESDAY, NOVEMBER 10TH
 COLORPLAK®
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 7 PM SOCIAL
 7:30 MEETING
 "NIGHTMARE ON FRAME STREET"



EPFG will provide a cash prize of \$50.00 for the BEST, or is it the WORST Nightmare on Framestreet to be told during the evening. Come prepared with your tale of horror; we will all have a good time and hopefully a great attendance with lots of participation, as there is no one out there without something to tell. But, only true stories, please.

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November 1998

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

EPFG on the Web
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TOP 10 REASONS TO ATTEND AN EPFG MEETING

TO LEARN ABOUT NEW PRODUCTS AND TECHNIQUES AND TO CONTINUE TO EDUCATE YOURSELF ABOUT YOUR PROFESSION.

9 10

TO INTERACT ON A REGULAR BASIS WITH OTHER RETAILERS AND VENDORS AND TO CREATE A COMMON GROUND FOR THE BETTERMENT OF THE INDUSTRY.



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425-771-9519

Classified Ad copy, Display Ad copy, Article Suggestions:

Tim Taricco
P.O. Box 411
Redmond, WA 98073
taricco@myframeshop.com

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

Non-members must include \$10 for each Classified Ad.

General Questions:

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

Deadlines:

This newsletter is published monthly on the 25th prior to the month of distribution.

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PRESIDENT'S LETTER



First, a quick update on my trip to Eastern Washington for a Guild meeting on Oct 5th. It was great! There were 9 frame shops represented, with several folks traveling over 100 miles to attend. Three shops believe in what we are trying to do, and joined as new members. There was a lot of enthusiasm, and it was great to meet some new folks and, as I mentioned last month, learn a new trick; that of using a wood burning tool to cut the Contact Paper TM stencils for use in working on glass mats with etching cream or sandblasting. It sure seems easier than cutting with a blade, at least on curves. You can be assured we will return to the "dry side" for more meetings next year.

On the subject of meetings, the Board hopes to have a planning calendar for the meeting location and topics for the year published with the January newsletter, so if you can host a meeting or have a subject that would work for a meeting, let one of us know. Several months are already spoken for, but don't let that hold you back.

At the last Board meeting, we discussed the results of the
(Continued on page 5)

TO KEEP
INFORMED ABOUT
INDUSTRY ISSUES
AND TO MAKE
YOUR VOICE
HEARD BOTH ON
THE LOCAL AND
NATIONAL LEVEL.

8

TO "GIVE BACK"
SOME OF WHAT
YOU HAVE
LEARNED
BECAUSE OTHERS
IN THE EPFG
WERE WILLING TO
SHARE THEIR
KNOWLEDGE FOR

7

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LIP FINISHES

Bright Gold ❖ Antique Gold ❖ Antique Silver

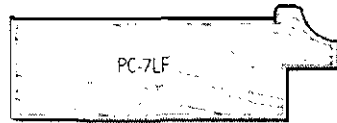
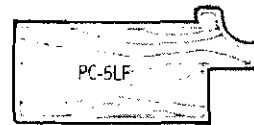
FABRICS

Manhasset Natural ❖ Manhasset Oyster
Belgique Natural ❖ Marquis Black

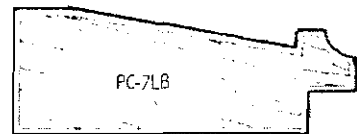
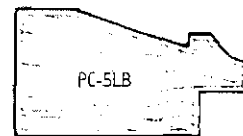
All are pre-covered. However, we are also able to meet most of your custom needs (*Custom Wraps*), just call and ask our Customer Service Department personnel. Upon request, we can cover our lip liners with any of the 500 fabrics we sell. A 50 ft. minimum applies to liners cut to 6 & 4 or 5 & 5 ft. lengths;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

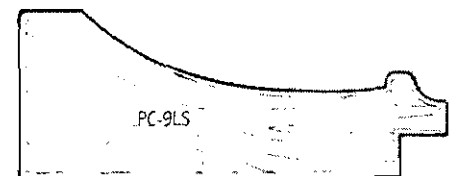
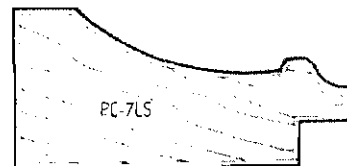
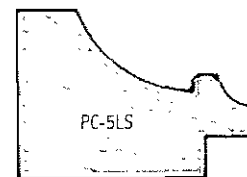
FLAT



BEVEL



SCOOP



Shown Actual Size



PRESIDENT'S LETTER CONTINUED

(Continued from page 3)

members' vote on the Bylaws, (approved) and adopted them effective Oct 1, 1998. Printed copies will be available at all future Guild meetings, and if you would like a copy but are unable to attend, let me know and I will mail yours. We also discussed the upcoming election of two new Officers and Board members. Ballots should be in the mail soon, and a voice vote will be held at the January meeting. We can always use more volunteers to either elected positions or appointed to a committee e.g. to help with the Trade Show (see the article elsewhere and the Calendar on the back page).

With the year drawing to a close, I am beginning to look back over the progress our organization has made and all of the hard work that has made it possible. It is gratifying to be associated with such a group of professionals, and to know that I can count on them to get the job done. Every one has stepped up to the challenge of making things happen, and I am confident that next year will be even better, especially with the support of our members.

I would like to wish each of you a happy Thanksgiving, and hope that you are well on the way to a very profitable Holiday season. Thanks again for your support and help.

Paul Knoop
EPFG President

6

TO BUILD A BETTER EPFG
BY PARTICIPATING SO THAT
WE CAN CONTINUE TO
HAVE A LOCAL
ORGANIZATION TO SERVE
OUR NEEDS.

5

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UNIQUE AND DIVERSE KINDS
OF BUSINESS
ESTABLISHMENTS THAT OUR
RETAIL AND VENDOR
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4

TO HAVE THE OPPORTUNITY TO SEE MORE OF OUR BEAUTIFUL NORTHWEST THAN JUST THE SCENERY YOU SEE EACH DAY DRIVING BACK AND FORTH TO WORK.

3

TO HAVE THE CHANCE TO GRUMBLE AND COMPLAIN TO PEOPLE WHO WOULD UNDERSTAND ABOUT THAT HORRIBLE CUSTOMER OR THAT HEADACHE OF A FRAME JOB YOU JUST SPENT 3 HOURS ON!

2

TO ENJOY FREE SNACKS, DRINKS, AND CONVERSATION.

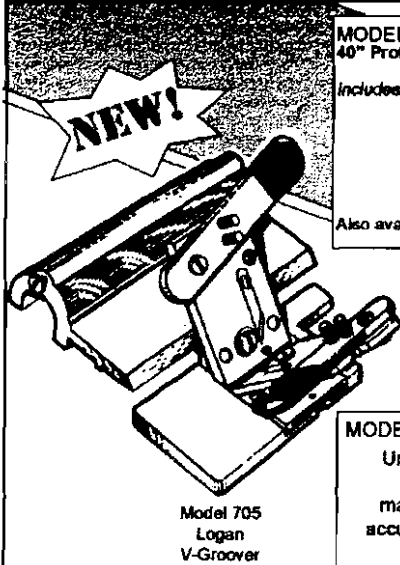
CAN YOU BELIEVE THIS?

By Terry Scidmore - *The Mitered Corner* - Seattle, WA

Recently, I had a customer come in who wanted to know what it cost to have her picture framed. I worked with her a while on the framing design, and when I started adding the order so she would know what the framing would cost, she told me that she wasn't interested in what the framing would cost in my store. She wanted to know what the framing would cost "at the cheap framing place in the mall." A bit taken aback, I told her that I didn't know. I explained that I would be glad to let her know what it would cost in my store, but she would have to go to the other store to find out what their prices were. She responded that she was sure that she couldn't afford to have me frame her picture. She just came in to find out what the "really cheap store" would charge, and rather than drive "all the way to the mall" she figured that I could tell her. I again suggested that I show her what it would cost to frame the picture in my store, and I was sure that she would find the cost wasn't that exorbitant. "Oh, no, you don't have to do that. I don't want to spend much on the picture. I thought that if you would tell me what it would cost at the other store, I could decide if I wanted to spend time and gas driving out to that really cheap shop at the mall. Since you can't, I guess that I won't get my picture framed."



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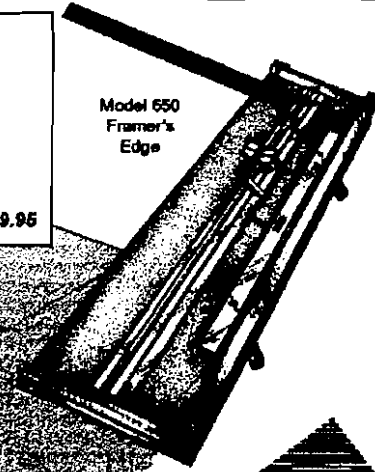
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AN THE #1 REASON TO ATTEND AN EPFG MEETING.....

TO HELP US BUILD A BETTER TOP 10 LIST.

Special thanks to Terry Scidmore for developing the top 10 list.

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**EPFG UPCOMING EVENTS & NOTICES****November 1998**

Date: 10th - Colorplak®
Redmond, WA - 7 PM

Topic: Nightmare on Frame Street. Bring your best nightmare customer and framing stories.

December 1998

**Happy Holidays
No Meeting**

January 1999

Date: 12th - TBA

Topic: EPFG Officer Elections

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The board of the EPFG is hard at work planning next years schedule. Just as it is important to plan for your store, it is important to plan for your organization. We need your help. It is very difficult to plan effectively when we can't find a shop to host a meeting until the last minute. We need shops to host meetings for January, February, July, September, October, and November of 1999. Thank you to Rainy Day Frames (Ballard) and Art & Frame (Bellingham) for signing up at the October meeting. Please consider hosting a meeting in 1999. Contact Terry Scidmore at 206-433-1145 to sign up.



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

ADDRESS CORRECTION REQUESTED

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pknoop@earthlink.net

Vice President

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rrickman@aol.com

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