

# SPECIAL EDITION

EVERGREEN PICTURE  
FRAMERS GUILD NEWSLETTER



SUNDAY  
MARCH 21, 1999

CLASS SCHEDULE  
& REGISTRATION  
FORM INSIDE

## 6TH ANNUAL EPFG EDUCATION FESTIVAL

Enclosed you will find the class schedule for the 6th Annual EPFG Education Festival. You will notice that the event this year has the biggest variety of seminars ever. You can mix and match Mini Sessions with Full Sessions to make up your own schedule for the day.

This year's event will be at the Embassy Suites Hotel in Tukwila again. A lunch buffet will be available prior to the seminars and the day will finish off with the annual awards banquet. This year's speaker at the banquet will be Larson-Juhl educator Dennis Tilley. Dennis is an excellent speaker who will entertain and intrigue you.

For questions about the festival, please contact Terry Scidmore, 206-433-1145.

### PRINT COMPETITION

At the Education Festival this year we will host a "Print" Competition. The purpose of this contest is to encourage the creativity of the members and to showcase individual skills, techniques and styles.

Since the Festival is on March 21<sup>st</sup>, the first day of spring, it was decided that it would be appropriate to use a print celebrating spring and one that would also inspire a wide variety of interpretation in framing. *Wild Irises* by Greg Singley in the small format was selected. The paper is 11 x 14 and the image is 9 1/2 x 11 1/2.

Winn-Devon has offered the prints to EPFG members for \$2.50, 50% off their wholesale price. To obtain a print, please send \$4 payable to EPFG (Print & Shipping), with your name and address to: Bimini Designs, 15209 263 Ave. SE, Issaquah, WA 98027.

Although the print itself is inexpensive treat it as a piece of art that is valuable to one of your customers. Included with each print will be an "Open Framing Competition Form" that needs to be filled out and turned in with the entry at the festival. This form is important because it helps the judges in their evaluation. Also you will receive a copy of the "Judging Criteria" so you will know exactly what each entry will be judged on.

Framing competitions are one of the best opportunities for professional framers to demonstrate well thought-out framing designs and concepts. Recognition will be given for 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and People's Choice Award and we hope that all of you will want to show off your best work!

### AWARDS BANQUET DINNER CHOICES

*Reservations are Requested*  
includes fresh market greens with a choice of dressing,  
rolls and butter, desert and coffee

*Vegetarian Entree*  
Chef's Choice

*Chicken Entree*  
Chef's Choice

*Fish Entree*  
Chef's Choice

### SCHEDULE OF EVENTS

11:00 AM – 12:00 PM  
Registration /  
Buffet Lunch

12:00 PM – 2:10 PM  
First Session Classes

2:10 PM – 2:30 PM  
Afternoon Break

2:30 PM – 4:40 PM  
Second Session Classes

5:00 PM – 6:00 PM  
No Host Cocktail Hour  
Popular Choice Voting

6:00 PM – 9:00 PM  
Awards Banquet

Embassy Suites Hotel  
15920 West Valley Hwy  
Tukwila, WA 98188  
(425) 227-8844

**Vote Inside**



TIME SCHEDULE

EPFG EDUCATION FESTIVAL  
CLASS SCHEDULE

11 AM – 12 PM CLASS REGISTRATION & LUNCH BUFFET

<p>12 PM – 2:10 Full Seminar</p>	<p>THE ART OF DOING BUSINESS  Dennis Tilley</p>	<p><b>Running a successful framing shop dependant on a progressive design counter</b> Learn the do's and do nots of selling custom picture framing. <b>Do</b> Start at the top. <b>Don't</b> Worry about the price Leave this seminar with easy to implement ideas to start making more money the first day back in your shop.</p>
<p>12 PM – 2:10 Full Seminar</p>	<p>BEGINNING MOUNTING  Gene Bowldin</p>	<ul style="list-style-type: none"> <li>• Introduction to mounting equipment</li> <li>• Equipment maintenance</li> <li>• Controlling the temperature of the press</li> <li>• Photo &amp; poster mounting</li> </ul>
<p>12 PM – 12:40 Mini Seminar</p>	<p>TAKE A LOOK AT YOUR STORE  Jodi Norton / Linda Watson</p>	<p><b>What do your customers see? Vs. What do you want them to see?</b> In today's market place, first impressions have never been so important. With so many choices available to consumers, they are making decisions about your business in a few critical moments. So what is it that your store is telling your customers and more importantly your potential customers.</p>
<p>12 PM – 12:40 Mini Seminar</p>	<p>FABULOUS FILLETS!  Linda Horsfall</p>	<p>A fillet can be a beautiful embellishment to almost any frame design. With all of the fillets we have to choose from today, it makes it easy to add a touch of elegance and dimension to almost any design. In this workshop we will discuss design, measuring and ordering options, and demonstrate the cutting and installation of a fillet in a mat. Lots of tips and hints on achieving a secure and tight fit will be included!</p>
<p>12:45 – 1:25 Mini Seminar</p>	<p>LIFE BEYOND SLOT WALL  Jodi Norton / Linda Watson</p>	<p><b>Display and merchandising CAN make a difference</b> Display and merchandising does not end at putting up moulding samples and straightening mat racks. From fine art to fixtures to funk, how you display your merchandise is a reflection on your store. <i>Assess Display Needs for Your Niche</i> <i>Window Displays – Ideas for In-Store Merchandising</i></p>

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MORE CLASSES





# EPFG EDUCATION FESTIVAL CLASS SCHEDULE

## TIME SCHEDULE

<p>In this class we will discuss the basic tools and techniques needed for simple hook and wire installations. Included in the demonstration will be proper wire placement on the frame, using 2 hooks instead of one, proper hanging heights and typical mirror installations. If there is time we will cover tips for installing multiple piece groupings.</p>	<p><b>BASIC PICTURE HANGING</b></p> <p>Frank Larson</p>	<p><b>12:45 – 1:25</b></p> <p>Mini Seminar</p>
<p>In this informative discussion, Jeff will verbally demonstrate various popular forms of art and printmaking. What's the difference between an offset lithograph or a hand-pulled lithograph, serigraph, monoprint, monotype, etching, mezzotint, and more. What makes an original print an original print. Come with your questions and samples of art you would like to have identified.</p>	<p><b>WHAT KIND OF ART IS THIS ANYWAY???</b></p> <p>Jeffrey Schuffman</p>	<p><b>1:30 – 2:10</b></p> <p>Mini Seminar</p>
<p>Security installations are very popular with corporations, institutions, restaurants and such. In this class we will demonstrate at least 3 different hardware systems for metal and wood frames. We will also discuss various wall construction and surfaces and how to handle each. If there is time, we will take a quick look at french cleats.</p>	<p><b>SECURITY PICTURE HANGING</b></p> <p>Frank Larson</p>	<p><b>1:30 – 2:10</b></p> <p>Mini Seminar</p>
<p><b>AFTERNOON BREAK</b></p>		<p><b>2:10 – 2:30</b></p>
<p><b>Learn the fundamentals of Good Frame Design</b></p> <p>Are you offering your customers the best in frame design and color? Learn to frame the art, not the room the art will hang in. Open your designing minds and give your gallery a new fresh look.</p>	<p><b>THE BEST DRESSED FRAME</b></p> <p>Dennis Tilley</p>	<p><b>2:30 – 4:40</b></p> <p>Full Seminar</p>
<ul style="list-style-type: none"> <li>• Using laminates for profits</li> <li>• Mounting using other equipment</li> <li>• Printguard Film</li> <li>• Fusion 4000</li> <li>• Perfect photo mounting</li> <li>• New mounting products</li> </ul>	<p><b>ADVANCED MOUNTING</b></p> <p>Gene Bowldin</p>	<p><b>2:30 – 4:40</b></p> <p>Full Seminar</p>

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MORE CLASSES





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<p><b>2:30 – 3:10</b> Mini Seminar</p>	<p><b>HANDS-ON GLASS</b>  Ray Miles</p>	<p>In this class we will go over techniques aimed to enable the framer to effectively cut ovals, circles, heavy glass and mirrors in your own shop. We will also cover special tools and techniques for breaking off glass.</p>
<p><b>2:30 – 3:10</b> Mini Seminar</p>	<p><b>LET'S GET PROFITABLE!</b>  Molly Boone-Neese</p>	<p>Molly Boone-Neese C.P.F. took a small \$15K a year frame shop and turned it into a \$100+K framing studio with a 30% Profit Margin. Come listen to her share her experiences and talk about Pricing, "Selling Up", and getting big returns for Service, a relatively low cost commodity.</p>
<p><b>3:15 – 3:55</b> Mini Seminar</p>	<p><b>GLAZING NOW AND BEYOND</b>  Ray Miles</p>	<p>With all the different glass available, how do you decide which is right for you? This will be an overview of existing types as well as new and exciting breakthroughs in glass and acrylic.</p>
<p><b>3:15 – 3:55</b> Mini Seminar</p>	<p><b>MARKETING I</b>  Steve Dean, Paul Anderson, Joe Garitone</p>	<p><b>“Marketing and Merchandising creates interest in my business”</b></p> <ul style="list-style-type: none"> <li>• What are the objectives to having a marketing plan?</li> <li>• Do I attract enough customers into my store?</li> <li>• Do I currently market my business to help me attract my target customer to my store?</li> </ul>
<p><b>4:00 – 4:40</b> Mini Seminar</p>	<p><b>MARKETING II</b>  Steve Dean, Paul Anderson, Joe Garitone</p>	<p>Come and learn how to put together a marketing strategy that will help you attract the right customer into your store. Learn how to utilize tools that can help you better plan for the seasonal events. Learn how critical timing of mailers, advertising and store signage is to successful marketing. Gain ideas on putting together a monthly/quarterly event calendar to help bring interested consumers into your store. Learn how to spin-off of major retailers seasonal events.</p>
<p><b>4:00 – 4:40</b> Mini Seminar</p>	<p><b>STACKED FRAMES</b>  Joe Huber</p>	<p>Take custom framing to the next level! Create unique moulding designs by stacking frames together. We will examine top-drawer design possibilities, as well as budget-conscious options. PLUS: Stacking for special effects, Design concerns, Selling strategies, Affordability issues, and Ordering tips.</p>