

OUR PRESIDENT'S PEN

BY PAUL KNOOP, EPFG PRESIDENT



The last Holiday season of the century is now in full swing, and I hope that all of you are experiencing a very busy time. As many of you know, I have been out of the area for almost two months, and seem to be having a hard time getting back into the swing of things. The boss keeps talking about "retraining"--can it be I have forgotten that much, or maybe just gotten a little rusty. In any event, don't have long to get back up to speed and make sure that all the work gets done on time.

Elsewhere in this newsletter, and next month's as well, you will find information concerning the November meeting at which Julie Freeman, PPFA's Executive Director, provided the organizations position on where they are going. I would certainly be interested in any feedback from those members who attended the meeting, and any thoughts on the position our Guild should take regarding affiliation with PPFA. A vote of our membership on the question of re-affiliation with the National organization is one of **my** priorities in the near future, so it is important that I have your input on this issue. After reading the synopsis of Julie's remarks at the meeting, please let me know what you are thinking--pro or con--and any other questions or comments you have. Keep in mind that if you are currently a member of PPFA, you have both the right and the obligation to question them directly on any issues that concern you.

(Continued on page 9)

GOT YOUR WWW?

BY TIM TARICCO, MYFRAMESHOP.COM

Have you got your WWW Domain Name yet? If there is any advice I can give you for your business before this Millennium, I would suggest you reserve your Internet name. People are buying up names everyday and your unique name may already be gone and you don't even know it.

About six months ago I suggested that Randall Haupt, owner of Jayeness Moulding in Seattle, let me register Jayeness.com for him. He agreed it was a good idea and we got it done. You would think that Jayeness would be such a unique name that no one else would want it, but that theory was proven wrong a couple weeks ago. Randall was contacted by a man in New York who owns Jayeness & Associates. The man wanted to buy the Jayeness.com name from Randall. Randall decided not to sell, but that proves that any business name, no matter how unique could be wanted or owed by someone else.

For only \$35 a year, you can protect your Internet name and possibly your company's future. See if your WWW Domain Name is available by visiting my Web site www.websitevalet.com. Enter your chosen name in the search box and protect your Internet future.

INSIDE THIS ISSUE

PPFA & EPFG (PART 1 OF 2)

3

EVENTS CALENDAR

BACK



December 1999

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

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PLAN TO SPENT 2000 WITH EPFG

JANUARY 11th—
Meeting at Hartung Glass

FEBURARY 8th—
Meeting at Lake City Picture Framing

MARCH 19th—
EPFG Annual Education Festival

APRIL 11th—
Meeting at Museum Quality Framing

A big "Thank You" to Hartung Glass for hosting the first meeting of the new millenium!.

Contact Terry Scidmore (206.433.1145) to sign up to host a meeting. Check the calendar on the back to find an open date.



HOW TO CONTACT US

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Kioski Toda, EPFG Treasurer
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Phone: (425) 557.5494

Change of Address:

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Publishing Deadline

20th of the month prior to distribution.

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the framemakers
253.564.2320
pknoop@earthlink.net

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Finishing Touches
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The EPFG Newsletter is published monthly by Tim Taricco.
Mailing Address: P. O. Box 411 - Redmond, Washington 98073-0411. **Phone:** (206)235-8467 **Fax:** (630)839-4591
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PPFA & EPFG (PART 1 OF 2)

BY EPFG BOARD

The Board of the EPFG has been asked by members to update the Guild on the progress of PPFA. In August 1997, the members of the EPFG voted to drop affiliation as a chapter of PPFA and restructure as an independent organization serving picture framers, suppliers, and industry interested parties. The vote was brought about primarily because of long-standing and increasingly severe financial problems on the national level. Members had expressed their concern to the national PPFA board (as individuals and chapters) without response. Due to lack of finances, individual benefits from PPFA had dwindled significantly, and chapter benefits were nonexistent. PPFA was unable to fulfill its obligation to the chapters under the unified dues structure in effect since 1996. In the spring of 1997, PPFA creditors were demanding payments of outstanding debts, the executive director was "relieved" of his position after misappropriating funds, and the organization was left with depleted resources, a large debt, and very low membership. The current executive director, Julie Freeman, visited the November meeting of the EPFG to update the board and membership about PPFA's current status and to answer questions.

Julie Freeman was named the interim executive director in March 1997. She began working at PPFA in September 1995, as director of education and conventions. When she took over

as the interim director, she faced close to \$500,000 in debt. Julie's first actions were to get PPFA's finances sorted out to determine what PPFA owed, what assets the organization had, and whether agreements could be reached with the creditors that would allow PPFA to continue operating while paying off the debt. PPFA's lawyer secured agreements with most of the creditors to accept payment of .25 on the dollar and to sign papers agreeing to release PPFA from future claims. PPFA owned the property and building it was head quartered in. The real estate was sold, netting close to \$100,000. The money was used to pay down some of the debt and the organization currently leases the building. Julie took immediate steps to reduce the associations costs by reducing staff by one third and asking the staff to take on additional duties without a pay increase. In June 1997, she made an appeal to the retail and supplier members for a one time contribution to help raise capital to restart several programs and continue operations. She promised that this would be a one time only appeal to help get PPFA past one period with no projected revenue.

Throughout the rest of 1997, 1998, and 1999, PPFA has focused on rebuilding itself. New accounting procedures were put into place to better assess costs and revenues and to help with budgeting. Dues were increased to cover costs of

(Continued on page 5)



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PPFA & EPFG CONT.

(Continued from page 3)

member services and provide funding for debt payments and seed money for future programs. Julie looked for ways to provide funding for debt payments and seed money for future programs. Programs such as bank card services, insurance, and long distance phone service provide a small amount of income from participating members. Suppliers provided additional funding, materials, and people to increase programs. As the financial situation stabilized, Julie set goals for the organization. Some of the goals centered on member benefits, such as reinstatement of the 800 phone number, restocking the bookstore, improving the Hot Line, expanding PPFA's Web site, creating new advertising materials, increasing awareness of the CPF designation, and a better members newsletter. Some goals were to improve the organizations infrastructure and operations, such as updating the computer system, software, and office equipment. PPFA began a collaboration with Décor and ABC Shows to provide a vehicle for bringing education to cities throughout the US.

Look in the mail for the January 2000 EPFG newsletter in two weeks to read the conclusion of this article.

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LIP FINISHES

Bright Gold ❖ Antique Gold ❖ Antique Silver

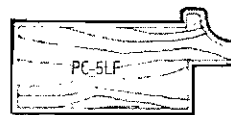
FABRICS

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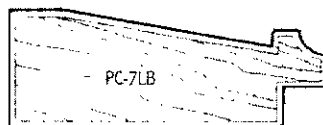
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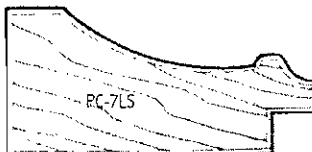
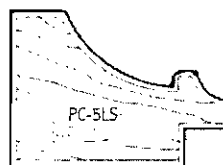
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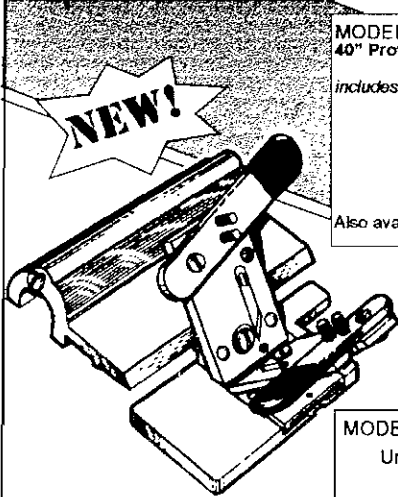
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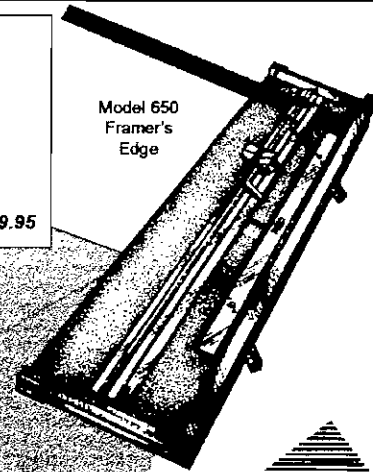
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OUR PRESIDENT'S PEN (CONT.)

(Continued from page 1)

Another important issue your Board is working on is our preparation for the Annual EPFG Education Festival which will be on Sunday, March 19, 2000. (Boy, it seems strange to write that date.) Put this on your long range planning calendar now, because that is already shaping up to be a busy month, with a major show in Vancouver BC the 24th-26th, and another event (TBA) being sponsored in the Seattle area. Is there something specific you would like to have covered in our program? Please let us know ASAP in order that we can hopefully include "something for everyone". Of course, more details on all of these events will be forthcoming.

Lastly, I want to again thank all of our members, especially the Board of Directors and Officers, for the loyal support of EPFG during the past year. I wish each and every one of you a safe and prosperous Holiday Season and a Happy New Year. Here's looking forward to working with you in the next century!!

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