

SPECIAL EDITION INSIDE

OUR PRESIDENT'S PEN

BY PAUL KNOOP, EPFG PRESIDENT



Within the recent past, there has been considerable discussion among picture framers concerning the term "CPF", and its use by several organizations as a designation for framers with special training and examination. The designation of Certified Picture Framer, and/or CPF, is most commonly used to identify those framers who have met the requirements specified by the Professional Picture Framers Association, and those of us who have put forth the extra effort, time, and \$ to become "certified" very much take exception with those framers who receive some other certification, but use the designation of CPF. Much has been made of the fact that PPFA did not take the necessary steps to protect the CPF designation. Well, the truth is, CPF, along with CPA, MD, DO, and many other such identifiers cannot be exclusively trade marked; they have been ruled "general" by the US Patent and Trademark Office. There are approximately 233 applications for registration of MD, for example, including companies and individuals.

What can be done, however, is to register the term PPFA-CPF, and/or PPFA Certified Picture Framer. This is the same thing which has been done with CPA. There are 5 registrations in the Trademark Office for Trademarks that include CPA, or Certified Public Accountant. While the registration process (PPFA-CPF) is ongoing, it is a long, involved process that may take years to complete. We will follow this process, and provide more information as it becomes available. Meanwhile, many of your fellow framers have begun using the designation PPFA-CPF to indicate their certification is from the only internationally recognized organization of professional picture framers.

I hope that you have marked Sunday, March 19th on your calendar of "must do's", and that you will be with us for our educational program. There will be 10 different programs to take advantage of; 3 short and 1 long in both the morning and the afternoon, with a framing competition and an awards luncheon from 12-1:30. The

(Continued on page 5)

PPFA & EPFG (PART 3 OF 3)

BY EPFG BOARD

(Continued from the January 2000 EPFG Newsletter)

In presenting the financial data, Julie emphasized where PPFA had made important strides such as cutting down the debt, reducing payroll expenses, managing costs, and increasing revenues. PPFA has repaid the original accounts payable debt, and is working on paying down \$110,000 in accumulated debt. The financial goal is to bring PPFA to a point where it has a positive net worth and a reserve fund for development and emergencies. Being in a good financial situation would make it possible for PPFA to secure financing for large programs, such as a consumer marketing campaign. PPFA is unable to do this now.

PPFA wanted to repay the chapters all of the moneys owed them under the combined dues structure. In January, 1998, PPFA was making current payments to

(Continued on page 3)



February 2000

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

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HERE'S WHAT HAPPENED

The EPFG greeted the new millennium with the first meeting being hosted by Hartung Glass. Jack Mergens and Pay Downey, Hartung sales representatives, provided a film that featured the glass making process, and then answered questions from the audience. Glass production is done in huge facilities where each step of the process is monitored and controlled. The raw materials for glass (silica, oxides, and colorants) are weighed and mixed with glass cullet and water. The mixtures moves through a series of furnaces that heat and mix the molten

(Continued on page 8)

FEBRUARY 8TH
Meeting at Lake City
Picture Framing. 7 PM
See the back of this
newsletter for directions.



HOW TO CONTACT US

Membership Dues, Advertising Payments:

Kioski Toda, EPFG Treasurer
3058 Issaquah-Pine Lake Road
Issaquah, WA 98027
Phone: (425) 557.5494

Change of Address:

Nancy Chapman
15209 263 Ave. SE
Issaquah, WA 98027
Phone: (425) 392.7334
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For changes of address please include old and new address information.

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Redmond, WA 98073
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frameguy@myframeshop.com

Classified ads
Free for EPFG members, \$10 for non-members

Display Ad Artwork
Digital artwork is requested. PC format preferred / Mac format okay. Submit via e-mail or on disk.

Publishing Deadline
20th of the month prior to distribution.

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255.567.2000
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E-mail: frameguy@myframeshop.com **Web Site:** <http://www.myframeshop.com>. Newsletter Design ©1999 T. M. Taricco and Newsletter Content ©1999 Evergreen Picture Framers Guild. All rights reserved. Do not duplicate or redistribute in any form.

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PPFA & EPFG

(Continued from page 1)

chapters plus a percentage of the amount owed from 1997. By October 1999, PPFA had repaid all the chapter debt. Chapter money is deposited in a separate account and is not considered PPFA money. Julie signs the checks for the day to day operations, but the PPFA President handles the chapter account.

The EPFG has been keeping an audit of the PPFA financial records for a few years. There are still some concerns about how figures are handled and what some figures are called. Julie thought that some of the confusion results from different accounting terminology. In general, the financial statements do show that liabilities are decreasing and assets are increasing. Operations costs are remaining steady or are decreasing slightly, and are less than revenues.

Prior to 1993, the board of PPFA was quite large and had regional directors elected by PPFA members. It was brought up at the meeting that the board was so large that it was unwieldy. Today the PPFA board consists of 11 members (4 framers, 4 suppliers, 3 additional). The nominating committee

(past President and several others drawn from the industry) look for people who have needed skills while trying to achieve geographical diversity. Nominees are published in the newsletter. If there is a write-in candidate, an election is held for that position, otherwise the nominees are elected without a formal election. There was some discussion about the makeup of the board being predominately East coast, but Julie named several board members who are West coast (Barry Kaufman, Gene Sinsler).

The CPF designation and re-certification issues generated some bantering among attendees concerning the usefulness of the test, and validity of a designation that doesn't require some people to upgrade their skills and knowledge. Currently, CPF's earned prior to 1993 are grand fathered and do not have to re-certify. Julie mentioned that she has gone back to school part time and working on her masters. She feels that continuing her education will help her do her job better. Several members added that additional training adds value to certification. PPFA never obtained copyright protection for the CPF program and designation so any store can create its

(Continued on page 9)



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OUR PRESIDENT'S PEN

(Continued from page 1)

long programs will be presented by Nona Powers, CPF, a highly renowned educator who is being sponsored here by Nielsen-Bainbridge and Nurre-Caxton. She will be presenting "Solving Common Framing Problems" and Approach to Design", each a 3-hour session. Watch for details of all classes and registration information in your mail!! If you would like to help put on this important event for the Guild, please contact any of the Officers or Board Members. I would also like to issue a special call for someone to volunteer to serve the remaining 1 year term of Treasurer, as Kiyoshi Toda has asked to be relieved of that responsibility. Can YOU help?

Lastly, a fond farewell to Jack Mergens, who officially retired from Hartung on Jan 21, after 37 years. I had the honor of attending his departure reception earlier this month, and I was asked to say a few words on behalf of all of his frameshop customers. We will all miss his smile and friendly greeting when he would come into our shop. All the best to you in the future, Jack.

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LIP FINISHES

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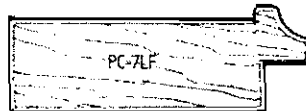
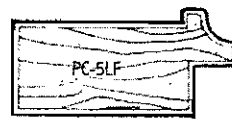
FABRICS

Manhasset Natural ❖ Manhasset Oyster
 Belgique Natural ❖ Marquis Black

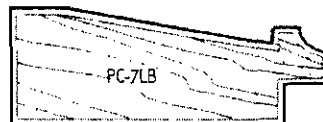
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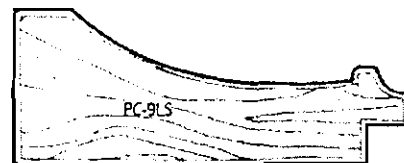
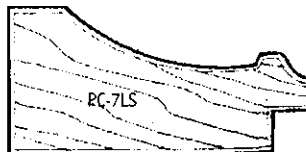
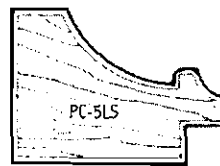
FLAT



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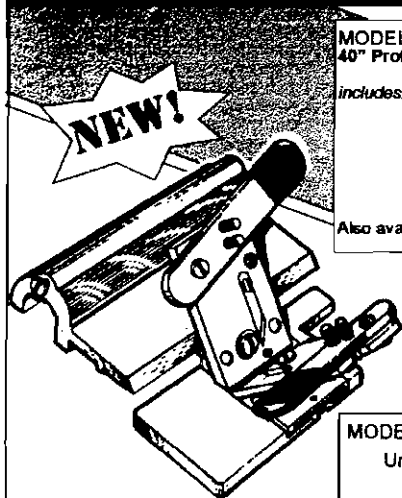
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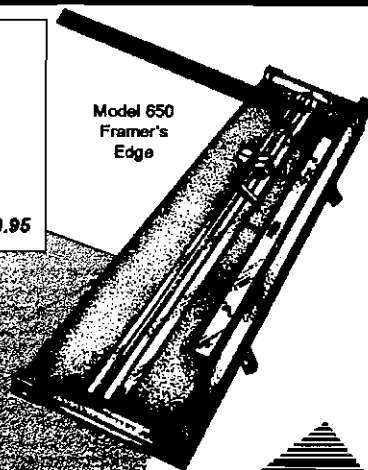
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HERE'S WHAT HAPPENED

(Continued from page 1)

product through convection, extracting gasses and impurities, and then extruded in a sheet onto a bed of liquid tin. The glass floats on the molten tin, producing a flat surface and brilliant finish. Next the sheet goes through several cooling procedures, then onto rollers where the surface is washed and checked for flaws, cut and packaged. Specialty glass manufacturers purchase this glass and apply various coatings to create the different glasses we use. Our glass distributors purchase these products to resell to us. An interesting fact about glass production is that once a glass factory is built and started up, it runs 24 hours a day for about 7 years, until the ovens need to be rebuilt. At that time, the facility is shut down for about 3 or 4 months while the ovens are rebuilt. If several factories go offline during a time of high glass demand (such as when car manufacturing and building construction are booming) glass shortages and higher prices can be expected.

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PPFA & EPFG

(Continued from page 3)

own program call their graduates CPF's. PPFA's newest marketing materials are aimed at helping the PPFA CPF's educate the public about the designation. The PPFA Web site also has a short explanation about the CPF program and why it is important to the public.

Julie emphasized that PPFA is a work in progress and will always be a work in progress. The industry is always changing and PPFA has to be able to change and adapt to be beneficial to its members. She invited people to let PPFA know what they wanted from PPFA because that is the first step to making it happen.

That concludes our three part article on the PPFA and EPFG. If you have any comments or anything to add about the subject, please feel free to write us and we may publish your thoughts.

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For more information about the Evergreen Picture Framers Guild, please contact: Nancy Chapman, 15209 263 Ave. SE, Issaquah, WA 98027. Phone: (425) 392.7334. E-mail: biminidesigns@hotmail.com

Directions to the Meeting

Take the 145th Street exit off I-5 in North Seattle and go East to Lake City Way. Turn right and find Lake City Picture Framing on the Left. Questions on the directions? 206-363-2100.

February 2000

8th – General Meeting – 7 PM
Lake City Picture Framing—Seattle

Talking to your board. Creating the EPFG Web site.
NWPictureFramers.com

March 2000

**EPFG
Education
Festival
March 19th — 9 AM**

April 2000

11th – General Meeting – 7 PM
Museum Quality Framing

May 2000

9th – General Meeting – 7 PM

June 2000

13th – General Meeting – 7 PM

July 2000

11th – General Meeting – 7 PM

August 2000

EPFG Annual Picnic

September 2000

12th – General Meeting – 7 PM

October 2000

10th – General Meeting – 7 PM

November 2000

14th – General Meeting – 7 PM
Colorplak—Redmond

December 2000

No Meeting



T. M. Taricco
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**SEE PAGE TWO OF THIS
NEWSLETTER FOR ADDRESS
CHANGE CONTACT INFORMATION**

ATTENTION: FRAME SHOP

SPECIAL
EDITION

EVERGREEN PICTURE
FRAMERS GUILD NEWSLETTER



SUNDAY
MARCH 19, 2000

CLASS SCHEDULE
& REGISTRATION
FORM INSIDE

7TH ANNUAL EPFG EDUCATION FESTIVAL

Enclosed you will find the class schedule for the 7th Annual EPFG Education Festival. You will notice that the event this year has a wide variety of seminars. 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. The schedule for the day has been changed to include a Luncheon Awards Banquet, rather than an evening event. This should make the day a little shorter and a lot more enjoyable for all.

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

A SPECIAL GUEST INSTRUCTOR

As you look through the list of classes this year, you will notice that many of the instructors are names of people you know, people who work in our industry in the Pacific Northwest. For our two full session seminars, we have invited, nationally known instructor, Nona Powers CPF.

Nona Powers, CPF, graduated with a Masters of Art from San Diego State University in 1978, and has been active since in the picture framing industry as a framer, gallery owner, educator, consultant, and author. Winner of numerous awards for her picture framing, she is also a competition judge for PFFA. Nona has been active as a lecturer and instructor since 1979, and has authored numerous articles for trade publications as well as several newspapers in California, her home state. As an education consultant for Nielsen-Bainbridge and Colorado Moulding, she now spends many days a year "on the road", helping to improve the quality of picture framing throughout the United States and Canada. For additional information concerning her career, please visit her web site on the internet, NonaPowers.com.

AWARDS BANQUET LUNCH CHOICES

Reservations are Requested

*includes fresh market greens, chef's selection of rice, potato, or pasta,
steamed seasonal vegetables, rolls and butter, desert and coffee or tea.*

Chicken Saltimbocca

*Breast of chicken, oven baked with
fresh sage, prosciutto and
provolone cheese served on our
homestyle marinara sauce.*

Vegetarian Entree

Chef's Choice

Halibut Parmesan

*Tender filet of halibut lightly
coated with egg and parmesan
bread crumbs baked to golden
brown.*

SCHEDULE OF EVENTS

8:30 AM – 9:00 AM
Registration

9:00 AM – 12:00 PM
First Session Classes

12:00 PM – 1:30 PM
Lunch
Awards Banquet

1:30 PM – 4:30 PM
Second Session Classes

4:30 PM – 5:30 PM
EPFG will be hosting a
Social Hour with
1 complimentary drink
for each person in
attendance

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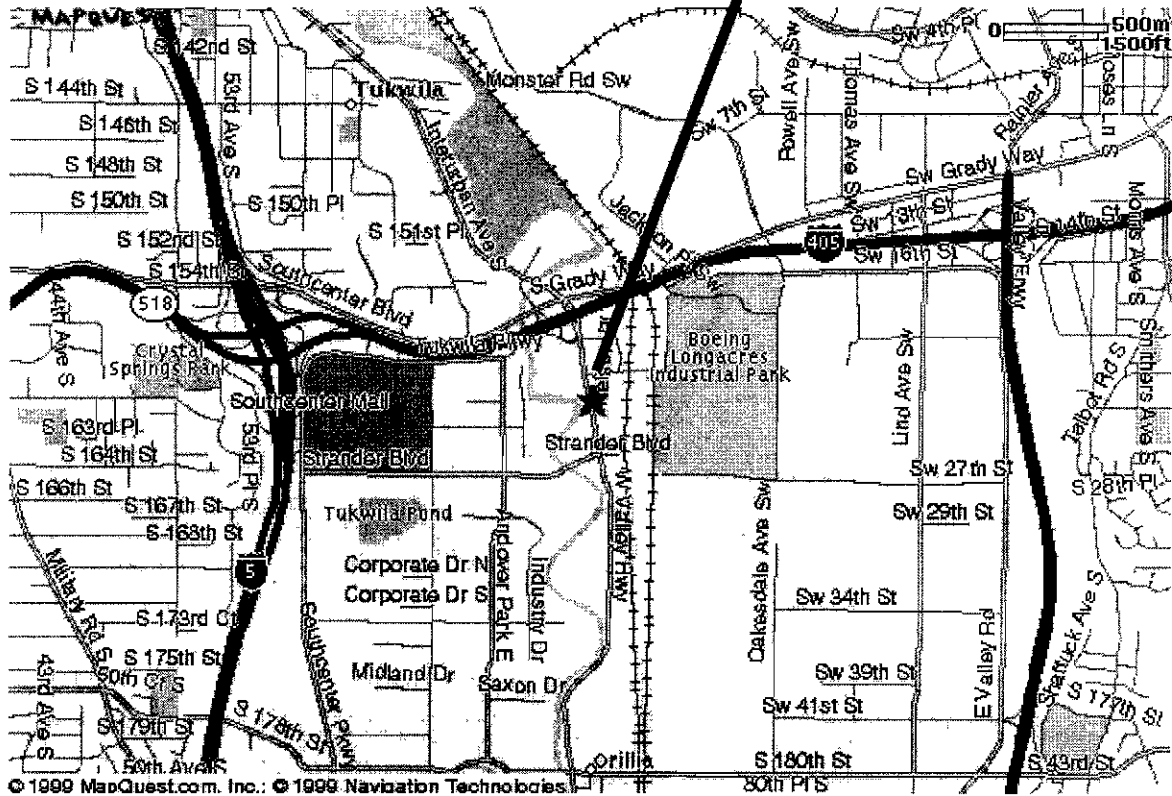
Vote Inside



7TH ANNUAL EPFG EDUCATION FESTIVAL

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**TIME
SCHEDULE**

**EPFG EDUCATION FESTIVAL
CLASS SCHEDULE**

8:30 – 9 AM		CLASS REGISTRATION
9 AM – 12 PM Full Seminar	SOLVING COMMON FRAMING PROBLEMS Nona Powers CPF	You have a 40-inch mat cutter and the mat you inadvertently sold measures 42 inches. How do you solve this problem? During this interactive seminar, you'll find the answer, as well as many other solutions to common framing problems related to design, fabrication, preservation, sales resistance, pricing, shadow boxing, computers and much more.
9 – 10:15 AM Mini Seminar	WEB SITE DESIGN (1ST SESSION) Linda Horsfall	Should you put your business on the web? What does that mean, and how is it done? How much does it cost? These are some of the web-based questions we will discuss in this class. We will cover site design tools, how a site is published, where to find resources on the web to help you create a site and look at good and ad site design. We will also define many of those pesky acronyms like www. isp. html. jpeg. gif. url. etc.
9 – 10:15 AM Mini Seminar	SECRETS TO SELLING UP Joe Huber, Ben Edwards, Joe Gariton CPF	Sales counter techniques for promoting higher end sales. How to overcome sticker shock, increase profit margins and raise quality levels in your shop.
10:30 – 12 PM Mini Seminar	HOW TO IDENTIFY & SELL FINE ART Jeff Schuffman, Susy Stevens	This informative and entertaining seminar will give you a working knowledge of some of the most popular fine art printing techniques used today. Learn to identify these types of prints and most importantly, how to use this knowledge to buy and sell fine with more confidence.
10:30 – 12 PM Mini Seminar	FACTS	

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

MORE CLASSES





EPFG EDUCATION FESTIVAL

CLASS SCHEDULE

TIME
SCHEDULE

LUNCH AWARDS BANQUET

12 – 1:30 PM

Recognizing good design is instinctive, but manipulating design elements can be learned. To understand the interaction of color - the most powerful presentation element - you must find out what it is and how it works. Use this knowledge to choose color and design concepts for matting and framing. Concepts in this workshop are covered with the use of slides and visual aids.

APPROACH TO DESIGN

Nona Powers CPF

1:30 – 4:30

Full Seminar

Enter the exciting, harrowing and profitable world of canvas transfers. Hands on techniques needed to produce consistently beautiful prints. All materials and artwork provided.

CANVAS TRANSFER FOR DUMMIES

Don Jones CPF

1:30 – 2:45

Mini Seminar

Should you put your business on the web? What does that mean, and how is it done? How much does it cost? These are some of the web-based questions we will discuss in this class. We will cover site design tools, how a site is published, where to find resources on the web to help you create a site and look at good and ad site design. We will also define many of those pesky acronyms like www. isp. html. jpeg. gif. url. etc.

WEB SITE DESIGN (2ND SESSION)

Linda Horsfall CPF

1:30 – 2:45

Mini Seminar

A discussion and display of methods for mounting paper and dimensional objects where paper hinges and paste are not appropriate, or cannot be used. Methods shown will use readily available items, some of which can be easily made in the shop, and others purchased from trade suppliers.

CONSERVATION MOUNTING

Paul Knoop CPF

3:00 – 4:30

Mini Seminar

Learn how to sell mirrors and tricks to hanging large objects.

REFLECTIONS ON PROFIT

Ray Miles, Frank Larson CPF

3:00 – 4:30

Mini Seminar

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



REGISTRATION / RESERVATIONS

Please Return this by March 13th

EDUCATION AND BANQUET FEES

Individual	EPFG Member	\$50.00 – Includes registrants choice of classes, luncheon banquet.
	Non-Member	\$90.00 – Includes the above plus 2000 EPFG membership.
Frame Shop Group	EPFG Member	\$125.00 – Includes 4 registrants choice of classes, 4 luncheon banquet.
	Non-Member	\$165.00 – Includes the above plus 2000 EPFG membership.
Additional Luncheon	EPFG Member	\$15.00 – per individual
	Non-Member	\$30.00 – per individual

FRAME SHOP INFORMATION

Company Name _____ Contact Name _____

Address _____ Phone () _____

City/State/Zip _____

REGISTRATION / RESERVATIONS

Name _____	<input type="checkbox"/> Chicken	TOTAL / EA
Class Choices _____	<input type="checkbox"/> Fish	
Name _____	<input type="checkbox"/> Chicken	
Class Choices _____	<input type="checkbox"/> Fish	
Name _____	<input type="checkbox"/> Chicken	
Class Choices _____	<input type="checkbox"/> Fish	
Name _____	<input type="checkbox"/> Chicken	
Class Choices _____	<input type="checkbox"/> Fish	
	<input type="checkbox"/> Vege	

Please make your check payable to **EPFG** and return this form by March 13th to:

Accent On Framing
EPFG Registration
3058 Issaquah-Pine Lake Rd
Issaquah, WA 98027

Total \$

(Over Please)

Return This Form



EPFG AWARDS OF EXCELLENCE

One of the most important parts of the EPFG Education Festival is the awards given to recognize excellence in our industry. Again this year, awards will be given for the **Vendor of the Year**, **Sales Representative of the Year**, **Customer Service Person of the Year** and **Delivery Driver of the Year**. Please take time to carefully choose your nominations for each award. *Please return by March 13th.*

Delivery Driver of the Year

The Delivery Driver of the Year should be the driver who: professionally represents his/her company well, gives 110%, and represents what is good about our industry.

Driver Name _____ Company Name _____

Customer Service Person of the Year

The Customer Service Person of the Year should be the person who: professionally represents his/her company well, gives 110%, and represents what is good about our industry. Consider nominating a customer service representative, receptionist, warehouse employee, or Will-Call representative for this award.

CSP Name _____ Company Name _____

Sales Representative of the Year

The Sales Representative of the Year should be the person who: professionally represents his/her company well, gives 110%, and represents what is good about our industry.

Rep. Name _____ Company Name _____

Vendor of the Year

The Vendor of the Year should be the company that provides: 1) excellent client service, 2) Product Quality & Selection, 3) Prompt Delivery & Shipping, and 4) represents what is good about our industry.

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> <i>Art Laminators/Colorplak</i> | <input type="checkbox"/> <i>Framing Fabrics</i> | <input type="checkbox"/> <i>National Glass</i> | <input type="checkbox"/> <i>Tru-View</i> |
| <input type="checkbox"/> <i>Arquati</i> | <input type="checkbox"/> <i>Hartung Glass</i> | <input type="checkbox"/> <i>Nurre Caxton</i> | <input type="checkbox"/> <i>Victor Moulding</i> |
| <input type="checkbox"/> <i>Corona / Omega</i> | <input type="checkbox"/> <i>Jayeness</i> | <input type="checkbox"/> <i>Pacific Framing Supply</i> | |
| <input type="checkbox"/> <i>Crescent Cardboard</i> | <input type="checkbox"/> <i>Larson Juhl</i> | <input type="checkbox"/> <i>Studio Moulding</i> | |
| <input type="checkbox"/> <i>FerenSoft</i> | <input type="checkbox"/> <i>Logan Mat Cutters</i> | <input type="checkbox"/> <i>The Art Doctor</i> | |
| <input type="checkbox"/> <i>Framers' Inventory</i> | <input type="checkbox"/> <i>Mat Maestro</i> | <input type="checkbox"/> <i>The Canadian Picture Framers School</i> | |
| | <input type="checkbox"/> <i>Metal Frames Arts</i> | | |

Choose one of the EPFG supporting vendors above or write in your nomination.

FIRST CHOICE _____

SECOND CHOICE _____

Return This Form