

Our President's Pen

By Paul Knoop, EPFG President

It's almost time for the Education Festival again, so put it on your calendar now! March 18, Sunday, all day. Details are on the enclosed flyer, so choose your classes, your luncheon, and mail your reservations form. I recommend that you sign up early, as some of the classes have limited space, and you may not be able to get your first choice if you delay. For those of you traveling to the Festival, if you plan to stay overnight, please contact the Embassy Suites directly for room reservations. Also, for any of you who are planning to take the CPF test, arrangements must be made directly with PPFA National, and payment made to them. Call them at 800.556.6228 for specifics. Don't miss this opportunity; it has been several years since we have had a test session in the Northwest.

What an excellent program last month concerning selecting and hiring employees.

Some great tips for making that all-important decision of who to hire. Some of the information presented is definitely going to be a repeat class, as time was limited, and we unfortunately had to "short change" Debbie's presentation on Psychometric testing as part of the hiring process.

Just a quick note on the ongoing action to reaffiliate with PPFA.

Your Board and Officers are still wrestling with several problems which must be resolved before we can submit our application. These involve financial considerations, as there would most probably be a loss of revenue after reaffiliation, and we do not feel that we want to cut back on programs, education, and/or newsletter publication which would be required.

Another problem is finding Officers and Board members who are members of PPFA. It seems somewhat ridiculous to ask someone to volunteer numerous hours for our Guild, and then tell them "Oh, by the way, you must also spend \$180 per year for this privilege". And finally, the issue of dual membership, and the fact that only PPFA members would be able to vote for Officers, etc. A quick analysis shows that EPFG has 89 paid members, and PPFA 36 in Washington and 15 in Alaska. Of our 89, only 25 are also members of PPFA (13 are PPFA retail, and 12 are PPFA Wholesaler members).

Our monthly meetings are normally attended by 25-30 members, the bulk of whom are EPFG only. Of the 13 retail, only 6 show any interest in EPFG activities. Thus, a very few persons would be participating in activities and deciding the course of the organization, as the non-PPFA folks would have virtually no say in what goes on. These concerns have been communicated to PPFA in hopes of working with them toward resolution over the next several months. I certainly need and ask for your ideas and help in this most important matter. Please, give me your thoughts.

Paul



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FEBRUARY 2001

Newsletter cost: Free to
EPFG members,

\$1.25 for nonmembers

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**Inside this month's
edition of the EPFG
newsletter.**

Letter from the
President
CPF exam info
Membership
updates
Useful festival
information
Important CPF
test dates.
Framing
competition info
Classified ads
And much
much more!!

**Next meeting:
Feb.13th @
Wizard Int.
Mukilteo**

How to contact us

Membership Dues & Advertising Payments:

Lynn Clark, EPFG Treasurer
c/o Lake City Picture Framing
14028 Lake City Way NE
Seattle, WA 98125
206-363-2100
JackC1@aol.com

Classified Ad Copy & Display Ad Artwork:

Donald Jones CPF
c/o Finishing Touches
15704 Mill Creek Blvd. #6
Mill Creek, WA. 98012
425-338-0932
studiodaj@earthlink.net

Change of Address:

Paul Knoop, EPFG President
c/o The Framemakers
6724 West 19th St.
Tacoma, WA 98466
253-564-2320
pknoop@earthlink.net

Classified Ads:

Free for EPFG members, \$15 for non-members.

Display Ad Artwork:

Digital artwork is requested.
Mac or PC, submit via e-mail or on disk.

For change of address include old and new address information.

Publishing deadline is 20th of the month prior to distribution.

2000-2001 EPFG OFFICERS

President

Paul Knoop, CPF
pknoop@earthlink.net

The Framemakers
253-564-2320

Vice President

Donna Rickman, CPF
rrickman@aol.com

Finishing Touches
425-338-0932

Treasurer

Lynn Clark
JackC1@aol.com

Lake City Picture Framing
206-363-2100

Secretary

Terry Scidmore, CPF
tscidmo@ibm.net

The Mitered Corner
206-433-1145

Board of Directors

Helen Kane, CPF

Anabel's Framing Gallery
425-258-6402

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800-521-7061

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This EPFG newsletter is published by Donald Jones CPF.

Mailing Address: c/o Finishing Touches, 15704 Mill Creek Blvd. #6 Mill Creek, WA. 98012. E-mail address is studiodaj@earthlink.net.

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Complete this form and return it with your membership dues of \$45

Mail to: Lynn Clark, c/o Lake City Picture Framing, 14028 Lake city Way NE Seattle, WA 98125.
For more information about the Evergreen Picture Framers Guild please contact
Paul Knoop, c/o The Framemakers, 6724 West 19th, University Place, Tacoma WA. 98466
pknoop@earthlink.net

EPFG Framing Competition

The EPFG education weekend is just around the corner and so is the framing competition.

The 2001 print is "Papillo Ulysses" by Shelly Hely. The image is an 8X10 and has great opportunities for creative designs.

It will be available at the EPFG meetings for \$4.00 or it can be sent to you by adding \$1.50 shipping.

Make checks payable to EPFG and mail to Finishing Touches, 15704 Mill Creek Blvd. #6, Mill Creek, WA. 98012.

Please call Donna if you have any questions at (425) 338-0932, or e-mail to ftgallery@aol.com.

Judging criteria will be as follows:
Each piece will be judged for overall impressions, design & creative elements, technique, finishing & objective. The complete judging sheet is available on request. Let's have the largest number of entries ever!!

Nurre Caxton

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Classified Ads

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3"X220'=50 rolls \$2.00 per roll or \$150.00 for all.

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Inquiries please call Lake City Picture Framing
206-363-2100

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Be there March 18th, 2001

The 2001 education festival is just around the corner. We are pleased to be offering the Certified Picture Framers exam from 8am-12 noon during the festival. Here is a sampling

of the other exciting classes to look forward to - Needlework framing, Understanding digital fine art, Framing with fabrics, Advertising alternatives and more.

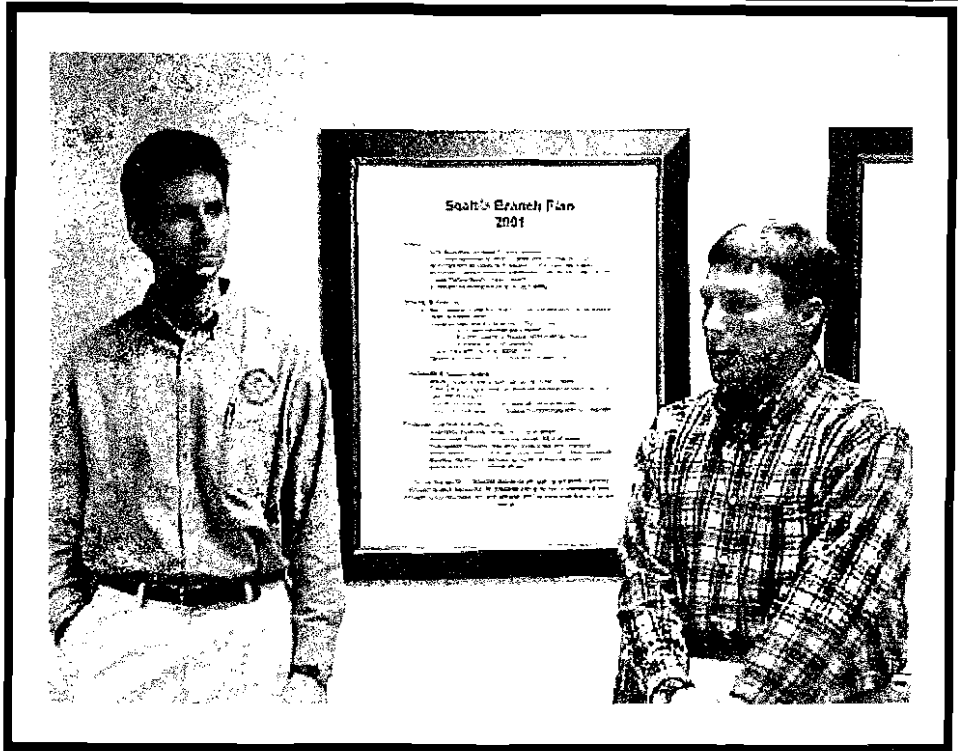
You will be receiving you class registration packet mid January. Class size will be limited so watch you mailbox and sign up early to reserve you place.



Some EPFG members and reps at Larson-Juhl during the January 2001 meeting.

January 2001 started off with a bang for the EPFG. Larson-Juhl hosted the first meeting of the new year and provided the program as well. The timely topic of hiring, training, and firing employees was presented by Doug Farnham and Thomas Dublinski of Larson-Juhl and Debbie Moore of Deb's Frame Gallery, Poulsbo. The information was applicable for all businesses regardless of size and provided a road map if you have never hired an employee but are considering doing so in the future.

Thomas presented a panoply of resources for advertising, recruiting, and screening prospective employees. He demonstrated how Larson-Juhl utilizes many avenues to increase the possibilities of finding good candidates. Doug and Thomas shared tips for checking references, key questions to ask, general hiring procedures, the importance of employees, building a good work force and retaining employees, is a continuous process of defining, redefining, encouraging, and reshaping attitudes an individuals to work together towards a common goal.



One of the highlights was the opportunity to take an employee test that Debbie has used successfully to build her staff. Debbie is a firm believer in taking the guess work out of the hiring process. Her goal is to hire employees whose personalities fit together and work well as a team. Regrettably, most of those taking the test discovered that we would not be good employees. Debbie graciously explained that this was why we were business owners! You can contact Debbie at (360) 598-3500 to learn more about the test.



Each of us left the meeting with a slew of handouts about the hiring process, figuring the true cost of labor, contacts for creating employee manuals and employment agreements, and a veritable treasure trove of ideas to make our jobs easier. If you missed this meeting, you missed a great opportunity to make one of an employers biggest headaches a little less frustrating and more manageable.

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Starlight Children's Foundation

My promotion to raise money in support of Starlight Children's Foundation, supported by the Art and Framing Council during National Picture Framing Month, was to send a mailer to all of my customers, offering a "flexible" discount on all custom framing orders during October.

The discount offered was up to 14%, and I agreed to donate the difference between their selected discount and 15% of their order Starlight.

In other words, if the customer elected to take a 5% discount on their order, I would donate 10% of that ticket to Starlight, therefore, the foundation would receive a minimum of 1 % of all orders written during the month.

For walk-in customers, the discount system was explained, and they were offered the opportunity to participate in the donation program.

Thus far, only one customer has elected to take the full 14% offered, and many have taken no discount.

One last note, the discount did not apply to art sales or Colorplak orders. While the total is yet to be determined, several hundreds of dollars have been "collected" for this worthwhile charity. For more information on getting your gallery involved please contact;

Warren Dodge
 "The Frame Makers"
 University Place, WA
 (253) 564-2320

Next Month is the Evergreen Picture Framers Guild "Education Festival" so there will be no meeting in March. Be sure to check the class schedules and be sure to sign up early because many are sure to fill up fast. And also remember that we are hosting the PPFA Certified Picture Framers exam for you and your employees, so make sure to mark Sunday the 18th on your calendars. See you there!!!

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February 2001

13th- General meeting 7 PM
Wizard Int.
"Computerized Matcutters"

March 2001
18th- Education weekend festival!

April 2001
10th- Firdale Gallery

May 2001
8th Framemakers, no topic.

June 2001
12th- No location no topic

July 2001
10th- No topic, no location

August 2001
13th- Aquasox

September 2001
10th-No topic, yet

Wizard Int.
4600 116th St SW
Mukilteo, WA
(425) 551-4300

Take I-5 North from Seattle or South from Everett to Mukilteo exit (525N) take 525 to 99, turn right on 99, at the intersection turn left on Mukilteo Speedway. Go 2 lights and turn left onto Harbor Point Blvd continue to Harbor Reach Drive and turn right. Proceed to 116th SW and turn right, Wizard Int. is on the right.



Paul Knoop, CPF
6724 W. 19th
Tacoma, WA
98466

See page two of this newsletter for address change contact information

ATTENTION: FRAME SHOP



Current as of
Jan 25, 2001



8TH ANNUAL EPFG EDUCATION FESTIVAL

EMBASSY SUITES HOTEL 15920 WEST VALLEY HWY
TUKWILA WA 98188 TEL 425 227 8844

Enclosed you will find the class schedule for the 8th Annual EPFG Education Festival. Again this year we have scheduled a wide variety of seminars for your benefit. Many of these are based on special requests from members. You can mix and match the Mini Seminars with the Full Seminars to make up your own schedule.

This year's event will again be at the Embassy Suites Hotel in Tukwila. The schedule for the day will include a CPF Test, the Awards Luncheon, and a Social Hour at the close of the classes.

HIGHLIGHTS

CPF TEST
NEEDLE ART FRAMING
OBJECT FRAMING
OPEN PRINT COMPETITION

Check the detailed schedule inside, and you will notice many familiar names as well as several guest instructors we have selected for their special talents. For the two full session seminars of 3 hrs each, we are pleased to have Grant Smith, CPF, Director of the Canadian Picture Framers School, Langley, BC. Please see the class syllabus for specifics, or visit the school web site at www.framing-school.com. In addition to being a Certified Picture Framer, Grant has a Masters in Education Administration, with over 15 years in the educational field before becoming the Director of the Canadian Picture Framers School in 1987.

Another guest instructor is Richard Hennen, from Raphael's, a California company many of you are familiar with for their custom covered liners, mats and fabrics.

Most other instructors are familiar names and faces to you, and each has volunteered to bring their special talents for our benefit. Please check out the complete schedule on Pages 2 and 3, and sign up for your selections using the registration form insert. Return this insert with your menu choices and awards ballot, as soon as possible, but no later than

March 13, 2001.

AWARDS LUNCHEON MENU CHOICES

Reservations are Requested

*Includes fresh market greens, chef's choice of rice, potato, or pasta.
Steamed seasonal vegetables, rolls and butter, dessert and coffee or tea*

*Chicken Snoqualmie
Grilled Boneless Breast of
Chicken marinated in
Shallots and Fresh Herbs
with Champagne Sauce*

*Vegetarian Entrée
Chef's Choice*

*Halibut Parmesan
Tender Filet of Halibut
lightly coated with Egg and
Parmesan Bread Crumbs
baked to golden brown*

SCHEDULE OF EVENTS

Sunday
March 18, 2001

8:00 AM-12:00 NOON
CPF Test
(Register with PPFA National)
Call (800) 556-6228

8:30 AM-9:00 AM
Class Registration
(see Insert)

9:00 AM-12:00 NOON
First Session Classes
(Page 2)

12:00 NOON-1:30 PM
Awards & Luncheon

1:30 PM-4:30 PM
Second Session Classes
(Page 3)

4:30 PM-5:30PM
EPFG will host a Social Hour
with 1 complimentary drink
for each person in attendance

For additional information,
contact:

Paul Knoop, CPF Pres
253 564 2320
pknoop@earthlink.net
Donna Rickman, CPF V P
425 338-0932
figallery@aol.com
Terry Scidmore, CPF Secy
206 433-1145
tscidmo@attglobal.net
Lynn Clark Treasurer
206 363-2100
JackC1@aol.com



**TIME
SCHEDULE**

CLASS SCHEDULE

7:45 AM **CERTIFIED PICTURE FRAMER TEST SIGN IN**

8:00 AM-12 Noon **CPF TEST, SPONSORED BY LARSON-JUHL**

8:30 AM-9:00 AM **CLASS REGISTRATION AND SIGN IN**

9:00AM-12 Noon Full Seminar	NEEDLE ART FRAMING <small>GRANT SMITH, CPF CANADIAN PICTURE FRAMERS SCHOOL</small>	<p>In this session, framers will mount needle art using the following methods: pinning, lacing, and modified Newberry method. Also covered will be the handling and care of a variety of types of needle art. A framer's credibility increases markedly when the clients know that their needle art is being handled and framed in special ways for particular reasons.</p>
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9:00 AM-10:30 AM Mini Seminar	UNDERSTANDING PHOTOGRAPHY <small>DICK NELSON FIRDALE GALLERY</small>	<p>Learn how to TYPE (Test Your Photo-framing Expertise) A short course on what framers should know about photographs. Do you know the difference between a Daguerrotype, Ambrotype, Tintype, Cyanotype, or any other type of photo that may come into your shop? Knowing the different types could save time, money and avoid a possible disaster. Handling, matting and mounting strategy will be discussed. The class will be supported by numerous examples and handouts.</p>
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10:45 AM-12 Noon Mini Seminar	UNDERSTANDING DIGITAL FINE ART <small>STEVE STRICKLAND GENESIS FINE ART</small>	<p>Local artist and publisher will discuss all aspects of Giclee prints and printing. Learn the marketing strategies, valuations, and have your questions answered on this new and hot niche in the fine art market</p>
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12 Noon- 1:30 PM Luncheon	LUNCHEON AWARDS <small>FESTIVAL SPONSORS EPFG OFFICERS AND BOARD</small>	<p>All students, EPFG Board, Officers and Festival Sponsors will join in fellowship with the opportunity to better understand and solve common problems and get to know each other better. Please take this time to thank our generous Sponsors for their support of our programs.</p>
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Register for all classes using the Registration Insert and return with payment
NLT March 13 to Lake City Picture Framing Attn: Lynn Clark
14028 Lake City Way NE
Seattle, WA 98125



March 18, 2001

CLASS SCHEDULE

**TIME
SCHEDULE**

<p>In this session mounting techniques for a variety of types of objects will be presented. Students will also construct a shadow box and mat using the quick fold technique. Other methods for gaining depth will also be presented. Limited seating, so register early!</p>	<p>OBJECT FRAMING GRANT SMITH, CPF CANADIAN PICTURE FRAMERS SCHOOL</p>	<p>1:30 PM-4:30 PM Full Seminar</p>
<p>Everything you wanted to know about restoration.</p>	<p>FROM THE EYES OF A CONSERVATOR BASYL KERCHEVAL EASTLAKE GALLERIES, INC</p>	<p>1:30 PM-2:45 PM Mini Seminar</p>
<p>Have you had to look on jealously as other shops are landing the big jobs in the corporate art market? Here is your chance to gather some tips on how to find, bid and get that big job out the door. You'll find out where to look for the job, how save a little on material and improve your production. Then, we'll top it all off with some installation shortcuts.</p>	<p>FINDING AND DOING THE BIG JOB FRANK LARSON, CPF LARSON FINE ARTS & JOE HUBER NIELSEN BAINBRIDGE</p>	<p>1:30 PM-2:45 PM Mini Seminar</p>
<p>Take advantage of the opportunity to learn how to prepare your own fabric wrapped mats and custom liners. Add another dimension to your presentations and at the same time increase your profit margin.</p>	<p>USING FABRIC IN FRAMING RICHARD HENNEN RAPHAEL'S FABRICS</p>	<p>3:00 PM-4:30 PM Mini Seminar</p>
<p>By developing a positive presence in your community, you expand your potential customer base and maximize your advertising dollars. Come explore ways to support your charitable interests while building strong customer relations. You are encouraged to share special projects you may have during this round table discussion.</p>	<p>ADVERTISING ALTERNATIVES MOLLY BOONE-NEESE, CPF SEATTLE ART SUPPLY & TERRY SCIDMORE, CPF THE MITERED CORNER</p>	<p>3:00 PM-4:30 PM Mini Seminar</p>
<p>Join your fellow framers and Festival sponsors in the Atrium for a Social Hour. Your registration includes a ticket for one free drink. Meet new friends, rehash the day's events, and congratulate the framing competition winners. Take a minute to thank the sponsors, and let any Board member know your ideas for next year's Festival.</p>	<p>SOCIAL HOUR FESTIVAL SPONSORS & EPFG OFFICERS AND BOARD</p>	<p>4:30 PM-5:30 PM Social Hour</p>



March 18, 2001

FRAMING COMPETITION

Once again the EPFG is sponsoring an open **framing** competition at the annual Education Festival. This is an opportunity for each of you to show off your best creativity and technical skills. As evidenced by the entries of the past three years, talent abounds in our area. We will repeat the same format as last year—a print has been chosen and each entrant can present it in **his/her** own way.

The print selected this year is an open edition entitled "Papillo Ulysses" by Shelly Hely. The image is 8x10 and has great opportunities for creative designs.

Judging criteria will include overall impressions, design & creative elements, **finishing** technique & objective. A complete judging sheet is available on request, and a critique will be provided for each piece entered. **Entries** may be individual or a combined shop entry. Cash prizes as well as ribbons for First, Second, **Third** and Popular Choice will be awarded.

The print is available by mail for \$5.50 which includes postage and handling, **from**

Finishing Touches Gallery
15704 Mill Creek Blvd # 6
Mill Creek WA 98012

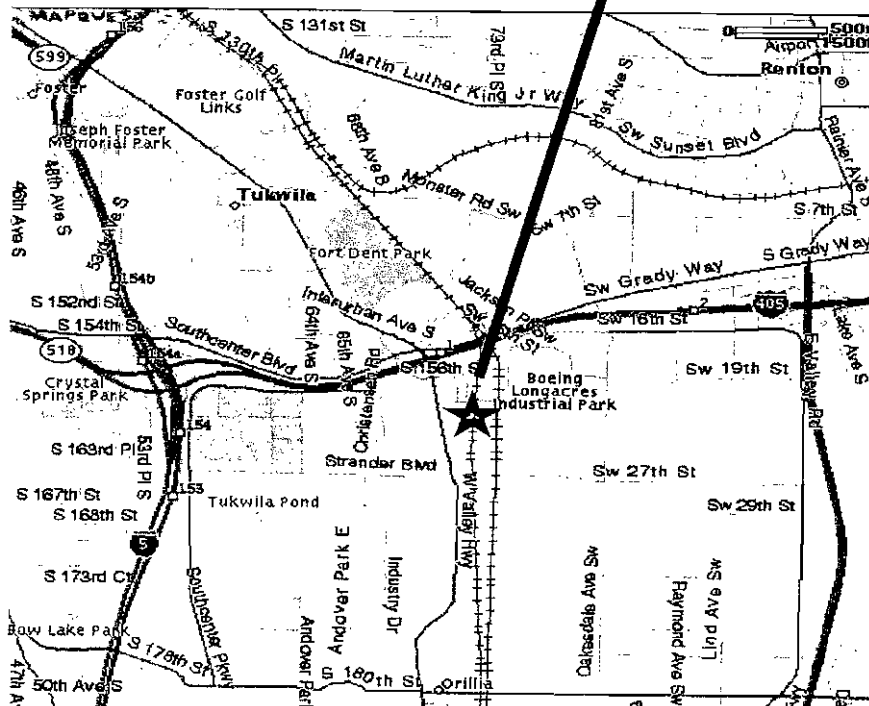
Please make check payable to EPFG, and don't **hesitate**—
T i e is **getting** short for you to receive the print and still have the afternoon of March 17th to complete the entry!!

Your packet will include the print, an Entry Form, a Judging Form and a Description Form. The Judging form is an abbreviated version of the one used in the past, and is modeled after the PPFA National Competition judging form.

For further information, contact
Ray Miles
National Glass
800 521-7061

The Embassy Suites Hotel is located just off Interstate 405 in Tukwila. Take the West Valley Hwy exit off I-405. The hotel is just minutes away from the SEATAC airport.

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





REGISTRATION/RESERVATIONS

EDUCATION AND BANQUET FEES

INDIVIDUAL	EPFG Member	\$50.00– Includes registrants choice of classes, luncheon, and 1 drink at Social Hour
	Non-Member	\$95.00– Includes above <u>plus</u> 2001 EPFG membership
FRAME SHOP GROUP RATE	EPFG Member	\$125.00– Includes 4 registrants choice of classes, 4 luncheon, and 4 drinks at Social Hour
	Non-Member	\$170.00– Includes above <u>plus</u> 2001 EPFG Membership
ADDITIONAL LUNCHEONS	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 per person
Class Choices	<input type="checkbox"/> Fish	
	<input type="checkbox"/> Veggie	
Name _____	<input type="checkbox"/> Chicken	
Class Choices	<input type="checkbox"/> Fish	
	<input type="checkbox"/> Veggie	
Name _____	<input type="checkbox"/> Chicken	
Class Choices	<input type="checkbox"/> Fish	
	<input type="checkbox"/> Veggie	
Name _____	<input type="checkbox"/> Chicken	
Class Choices	<input type="checkbox"/> Fish	
	<input type="checkbox"/> Veggie	
Please make your check payable to EPFG and enclose with this completed form by March 13 to:		Total \$ _____
Lake City Picture Framing EPFG Registration 14028 Lake City Way NE Seattle, WA 98125		

Remember to vote, see other side



EPFG AWARDS OF EXCELLENCE

PLEASE RETURN BY MARCH 13

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.

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: most professionally represents his/her company, gives 110% service, and represents what is good about our industry.

Sales Rep Name _____ Company Name _____

Vendor of the Year

The Vendor of the Year should be the company that provides: 1) Superior client service; 2) Superior product quality and selection; 3) Prompt delivery and/or shipping; and 4) Represents what is best about our industry.

- | | | |
|---|--|---|
| <input type="checkbox"/> <i>Arquati</i> | <input type="checkbox"/> <i>Hartung Glass</i> | <input type="checkbox"/> <i>Pacific Framing Supply</i> |
| <input type="checkbox"/> <i>Colorplak</i> | <input type="checkbox"/> <i>Jayeness</i> | <input type="checkbox"/> <i>Studio Moulding</i> |
| <input type="checkbox"/> <i>Crescent Cardboard</i> | <input type="checkbox"/> <i>Larson Juhl</i> | <input type="checkbox"/> <i>The Art Doctor</i> |
| <input type="checkbox"/> <i>Ferensoft</i> | <input type="checkbox"/> <i>Metal Frame Arts</i> | <input type="checkbox"/> <i>The Canadian Picture Framers School</i> |
| <input type="checkbox"/> <i>Framers' Inventory</i> | <input type="checkbox"/> <i>National Glass</i> | <input type="checkbox"/> <i>Tru-View/Miller</i> |
| <input type="checkbox"/> <i>Frank's Fabrics for Framers</i> | <input type="checkbox"/> <i>Nurre Caxton</i> | <input type="checkbox"/> <i>Victor Moulding</i> |

First Choice _____

Please mark your 1st and 2nd choices for the EPFG supporting vendors above, or write in your nominations.

Second Choice _____