

Our President's Pen

By Paul Knoop, EPFG President

First thing this month, let me apologize, especially to our regional members, for the delay in receipt of last month's Newsletter. We are all familiar with the snake-bitten job that just has to be done today, and the moulding is flawed, and/or you ruin the last sheet of the mat board, the glass gets scratched, and you are overrun with time consuming customers.

Well, it seems the July newsletter was snake-bitten; articles lost in the mail to the publisher, eaten in cyberspace by who knows how, miss-sent requests for payments, vacationing printer, and so forth. Anyway, as a result many of us did not get the Newsletter till the day of or after the meeting at Lake City. Things will go better this month!!! Look for a wrap-up of that meeting and read the scoop on the June meeting elsewhere in this Newsletter.

Don't forget to get your reservations in for the Aquasox outing on Sunday, the 19th of August at 6:00. Checks to Lynn Clark, and call/e-mail Paul by Aug 7th to make sure that you and your guests are counted.

Cost is \$11.00 for EPFG members, \$16.00 for other adults, and \$10.00 for children 12 and under. Previous games have been well attended, and we hope for another good turnout.

Begin making plans now for a special September meeting at the frame makers, in Tacoma, Tuesday the 11th at 7:00 PM.

The subject will be the proposed alliance of PPFA and PMA, and we will have some representatives from PMA here to speak to what their organization is, what they will bring to the alliance, finances, educational programs, etc., and answers to our questions.

Representatives from PPFA will also be invited who can speak to that side of the organization. THIS IS A VERY IMPORTANT ISSUE FOR US, and I hope for a good turnout of EPFG members as well as PPFA members from our area who will be voting later in September. For further information about the alliance, and to prepare for the meeting, please take advantage of the special articles and Q&A on the PPFA web site, www.ppfa.com.

Also, the recently published For Members Only has some excellent articles on the subject.

Remember, be informed and make your vote count. If time permits, we will also have some discussion on French Matting.

And now, another plea for volunteers-articles, Officers, Board Members, and instructors as well as topics for upcoming meetings. Your fellow framers are counting on you to pitch in and help. Contact any of the present Board for further information.

Thanks for reading, Paul



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AUGUST 2001

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It's time again for the annual EPFG outing to see the "junior Mariners" play, the Aquasox game at Everett's memorial stadium.

They play the Tri-City Devils, from Colorado. Scheduled this year for Sunday, August 19th, beginning at 5:00PM with a picnic lunch and then the game.

Cost is \$11.00 for EPFG members, \$16.00 for adult family members, and \$10.00 for children 12 and under, which includes the picnic, tickets, souvenir program, group seating, and more!

Reservations are required NLT Aug. 7, so mail your check, payable to EPFG, to Lynn Clark, and please let Paul know also at 253-223-8686 or e-mail pknoop@earthlink.net.

**Next meeting:
August 19th @
Everett Memorial
Stadium.**

How to contact us

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253-223-8686
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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.

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"Surviving the Economic Hard Times"

From the June meeting at William Bounds Gallery

On June 12, 2001 the meeting of the EPFG was held at William Bounds Custom Framing & Gallery in Burlington. We were treated to German Brats, Potato Salad and strawberry shortcake by our gracious hosts, Bill and June Bounds.

President, Paul Knoop informed the group about new additions to our library. You can call Librarian, Bob Holcomb @ 425-895-8822 for information.

Paul brought to our attention the proposed alliance between PPFA and PMA (Photographers Marketing Association). He stated there were a number of pros and cons to this alliance. The PPFA's website, "Hitchiker", contains a significant amount of message traffic between members concerning this proposed merger. More information will be forthcoming and a membership vote is expected sometime in August or September.

The evening's program commenced with a round table discussion on how to survive hard economic times. Paul Knoop and Terry Skidmore prepared and distributed packets containing various articles relating to the subject.

Discussion followed regarding pricing strategies, placing value to our skills/knowledge, time and overhead. Several of our "seasoned" members offered advice on how to best weather the "storms" by utilizing tried and true practices. The following is a synopsis of the ideas presented.

It has been stated that retail success is based on LOCATION, LOCATION, LOCATION! However, Isn't it really PRICING, PRICING, PRICING !!!? We should adjust our prices so customers pay for what we do. Prices should be changed to reflect supplier charges and include proper markup. We should be positive with our pricing and not be afraid of difficult economic times. Increase prices in line with the economy.

Advertising techniques were addressed; stressing the importance of consistency and effectiveness. Use that which is effective in your geographic area, customer base or style of framing. Advertising is not expensive nor cheap. It is either successful or not! A direct mailing program can trigger a client to bring in work, therefore, establish a customer mailing list and update it regularly.

People perceive how experienced and expensive you are by your business presentation. Artistic flamboyance, color coordination, pleasant and compatible surroundings, availability of samples, cleanliness, and a friendly, informative staff with adequate knowledge of products and procedures can propel your image ahead of your competitors. Success breeds success!

Emphasis was placed on the practice of sending thank you notes to clients. Paying attention to personal and professional details sets us apart from all others. It is much easier to bring in a repeat customer than to develop a new one.

Discounts should be used carefully. Costs associated with discounting should be considered and factored into your pricing strategy. For example, a 15% discount requires a 50% increase in volume to break even.


The evening's program concluded with discussion about the advantages/disadvantages of owning your own building, hiring employees and whether to be a sole proprietor or a corporation.

We thank Bill and June for their fine hospitality. The food was fantastic! Bill, and thanks for revealing your recipe for the potato salad.

Submitted by:
 Kay Kann
 Firdale Gallery Framing



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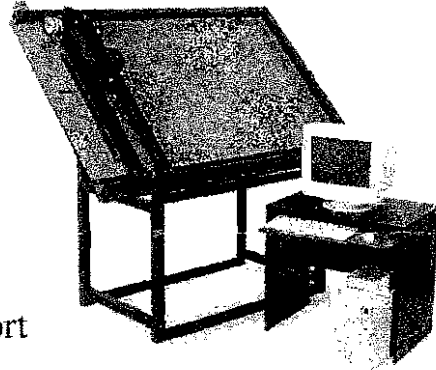
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We'll be seeing you at the
Everett Memorial Stadium at
the Aquasox game. Don't forget
to bring a hat and sunglasses!

Our last EPFG meeting took place at Lake City Picture Frame. Lynn and Jack Clark outdid themselves again as incredible gourmet hosts--Jack had prepared delicious buffet hors d'oeuvres! Thank you!! And too bad for all of you who did not come--maybe it was the important Star Game or the beautiful weather--but the small core group had a great meeting time at Lake City Frame.

Items we discussed

For the upcoming season we need new board members as well as board members to step up in rang. Anyone interested to support EPFG, please donate some time and your creative thinking!

Job descriptions of officers have to be written and published in the newsletter.

Anyone who has an e-mail address, please submit it at next meeting so that upcoming EPFG meetings can be easily announced with plenty of time ahead (sometimes the newsletter comes a little late in the mail).

We need to decide on classes for the Spring Festival. Please be involved in the planning process; bring suggestions!

We have the routine for organizing the festival pretty much down; but we need a group of EPFG members to help carry out the various tasks. In September we'll ask for volunteers.

Our main topic for the EPFG meeting on July 10th was: "Sources for Equipment/Art"

One of the best resources is, of course, DÉCOR

"SOURCES", published once a year in the summer with all the up-to-date information on suppliers for art, moulding, picture framing equipments, tools, material and framing specialty items. Also: ART BUSINESS "Buyers 2001". If you need help with the equipment in your shop, you might give Mark Systad a call. He comes to your shop and fixes what

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And a last little trick from Lynn: if you have to remove double stick tape, use a rubber thumb from a stationery shop, it takes it right off!

Thanks again, Lynn and Jack, for a great evening!

August 2001
19th- Aquasox
Baseball Game
5pm, call Paul for
further info at
253-223-8686

September 2001
11th-Frame
Makers, Tacoma
PPFA/PMA
alliance.

October 2001
9th- No location
no topic.

November
2001 13th-
Millennium
Gallery, Redmond
Ask the Vendors
roundtable.

December
2001
No meeting
HAPPY HOLIDAYS

January
2002 8th-
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believe it?

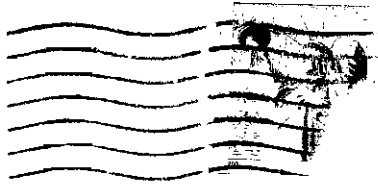
February
2002 11th-
Waiting
on topic

March
2002 11th-
Education
weekend!!!

Everett Memorial Stadium is located at 3802 Broadway. Regardless of the direction you are coming from, take Interstate 5 and get off at exit 192. Believe it or not. See you all there!!!!



Paul Knoop, CPF
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See page two of this newsletter for address change contact information

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