

Our President's Pen

By Paul Knoop, EPFG President

Only one month till our annual educational festival! Be sure to check out all of the special classes and other activities outlined on the enclosed flyer, and sign up now to be sure that you get the classes that you want. Space is limited, so don't miss out on this major opportunity to increase your expertise as a framer and business person, as well as win big prizes in the framing competition and the door prize drawings. Our door prizes are special this year, and while details are not complete as this goes to press, you can be sure that they will be well worth the time for you to come and register.

It is that time of year again; time to renew your membership in EPFG for 2002. Fortunately, we do not have to raise the dues, thanks to the generosity of our newsletter advertisers, so please support them, and give them a big Thank You! when you talk to a sales representative. Also, there are a number of our readers who have not joined, so I invite you to become a member for the low, low sum of \$45. Curious as to just what EPFG is, and what you get for your dues? Included in the insert is an information sheet on our organization that is designed to answer most of your questions. Please take a minute to review it, and let us have your thoughts as to what we can do to help you in improving your business.

Just a quick reminder that we have changed our meeting schedule to (hopefully) improve participation in our Guild. Basically, we will have bi-monthly member meetings and a Board meeting in the intervening months. Of course, any member is entitled to attend the Board meetings; in fact we would welcome your participation in all facets of our activities. We still need two Officers for the coming year (President and Secretary), fresh ideas for programs, instructors to share their talents, articles, letters, notes, etc for the Newsletter, and member involvement in general. Please check the calendar on the back page for the meeting schedule for the remainder of the year, and, won't you help?

If you plan to enter the print competition at the March Festival, our Feb meeting at Frame Design Northwest is one you can't miss. Jody Norton, CPF, will share her secrets for the design and execution of competition winning pieces. Over the years, Jody has won numerous PPFA competitions, both open and the National events, and she is one of a handful of framers who are qualified to judge in the PPFA competitions at the national level. Also, if the line is not too long, I will be springing for Krispy Kreme donuts!!! A dietary staple of the South since 1937, here is your opportunity to try this newcomer to our area if you haven't done so already.

Last month's meeting at Larson-Juhl was well attended, and focused on some of the things that attendees thought that the Vendors could do to help our businesses and make things work a little better for us. All of us felt that the vendors are currently going out of their way to support us, and that over the past several years, the improvements in service, delivery, stock levels, etc, have shown remarkable improvements. In general, we could come up with very few things that needed to be done.

A few minutes to discuss the fett, and what he felt it would be had by all", and special our meeting. And finally, a staff from the Windjammer EPFG!



Paul Anderson, CPF, of Larson-Juhl, took a recent purchase of the company by Warren Bufmean to all of us in the long run. "A good time thanks to Larson-Juhl for again hosting one of special welcome to Charles Poust, CPF, and his Gallery, in Coupeville, WA. Welcome to

Don't forget to pay close attention to the education festival flyer; register early and order your comic book for the framing competition. We need your participation to keep the Guild alive and well.



Thanks for reading, Paul



EVERGREEN

Picture Framers

Guild

FEBRUARY 2002

Newsletter cost: Free to
EPFG members,
\$1.25 for nonmembers
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& Washington**

EPFG 2002 Picture Framing Contest Artwork.

Remember that part of the upcoming Education Weekend is the EPFG picture framing competition. This years artwork is a Superman comic book. We have already sold half out and cannot get more when they are gone, so please don't delay for too much longer! The comic is \$5 even made out to EPFG and sent to Donald Jones @Finishing Touches 15704 Mill Creek Blvd. #6, Mill Creek, WA. 98012.

Don't miss out on this great opportunity to show off your picture framing and design skills to your fellow members of the EPFG, and good luck!

Don Jones, CPF

**Next meeting:
February 12, 2002
at Frame Design
NW, in Issaquah**

How to contact us

Membership Dues & Advertising Payments:

Lynn Clark, EPFG Treasurer
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JackC1@aol.com

Classified Ad Copy & Display Ad Artwork:

Donald Jones CPF
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studiodaj@earthlink.net

Change of Address:

Paul Knoop, EPFG President
c/o The Framemakers
6724 West 19th St.
Tacoma, WA 98466
253-223-8686
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.

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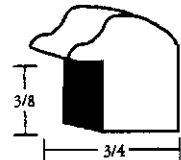
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This EPFG newsletter is published by Donald Jones CPF.

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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"Something to think about"

A few of us retailers have been talking among ourselves about ways that we are adjusting our business to weather the downturn in the economy. Many of our members have read the article in the Dec. 2001 Picture Framing Magazine by Paul Cascio that suggests asking your landlord for a 25% reduction in your rent. One of our members, bolstered by the support of other members, prepared a well thought out presentation about why her landlord should consider reducing her rent for the coming year by 25 %. She was delighted to report to us that her landlord listened objectively to her presentation, and offered her a 22 % rent reduction to keep her as a tenant
YES!!!

This illustrates one of the best reasons for being a member of the EPFG-you are not alone.

As you get to know other members, you will find that they generally have the same concerns as you, and lots of creativity in trying to find solutions. It is really a blessing to know that there are lots of other retailers out there who know that we are all teaching each other.

Terry Scidmore, CPF

Membership Application & Update Form

Company name:

Phone:

Contact name:

FAX:

Street address:

E-mail:

City:

Website: <http://>

State:

Zip:

Complete this form and return it with our 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

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Classified Ads:

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Last Month's Meeting of the EPFG;

The January meeting of the EPFG, hosted by Larson Juhl, was a round table discussion of issues retailers would like vendors to know. Every retailer agreed that it is easier to spend productive time with a sales rep if they have some advance warning of when the rep will call.

Larger shops voiced the opinion that a call an hour or so before a rep arrives allows them to clear time and assure that customers will be taken care of by other employees. Smaller shops appreciated being able to set up appointments for quieter times or closed days to limit interruptions and to be able to review the company line. Several sales reps noted that appointments can be difficult for them because of traffic conditions, difficulty in scheduling appointments in the same area, and situations that arise during the day that upset the schedule.

One problem that generated a lot of discussion was the subject of adding on a needed item after the ordering cut off time with a vendor. Retailers felt that it should be accommodated as part of customer service, but vendors presented the difficulties they face when attempting to do this. For most vendors, the sheer volume of these "emergency" calls creates more errors due to limited time to fill the order to meet packing and shipping deadlines they face.

It appeared that there was no simple way to resolve this problem - the public will always want "instant" product, the retailer will try their best to provide it, and the vendor will try to accommodate the retailer as best they can.

Another area that illustrated how differently retailers can operate centered around the way retailers place orders. Perhaps because framing is a highly personalized service, retailers often prefer to place their order with a live person they "know" - not unlike the public who will request that only a certain sales person will help them in the store. Retailers like the immediate feedback on their order that the customer service person provides. Retailers didn't like being on hold for long periods waiting to place the order. Vendors, however, offer several ways to conveniently place orders with them - by phone, by FAX, or online (which also offers immediate feedback on the order). Interestingly, few (if any) retailers presently order online. Several order by FAX almost exclusively. The size of the retailer had little to do with ordering by FAX or online, or being computerized in the store. The retailers who FAX orders felt that they had fewer mistakes in their orders, although the retailers placing orders by phone did not indicate that they had a high rate of mistakes.

See you at the February meeting at Frame Design NW!

Terry Scidmore, CPF



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Picture Framers
GUILD

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253 223-8686

What is Evergreen Picture Framers Guild?

EPFG is a non-profit Corporation, registered in Washington, formed with the exclusive purpose of providing educational opportunities for Picture Framers and gallery owners, to help them become better framers and business persons.

Established in the 1970's as the McCormick Club, it has grown into an organization of over 75 framers, artists, galleries, and wholesalers who are dedicated to helping each other and providing continuing educational opportunities.

What are the requirements for and cost of membership?

The basic requirement for membership is to be involved in the picture framing trade, either as a supplier, retailer, artist, gallery owner, or just someone interested in learning more about the art of framing. Annual membership is only \$45.00. The membership year begins in January.

What do I receive for my \$45.00?

You will receive the Guild's monthly newsletter, which is presently mailed to over 375 shops and individuals throughout the United States and Canada. We also have 5-6 meetings (except December) each year, held in the Puget Sound area at one of the local shops or suppliers, which you may attend at no charge. The evening consists of a short business meeting, an opportunity to socialize with other framers, and a program devoted to some aspect of picture framing, either technical or business oriented. Usually snacks are served, and the host provides an opportunity to tour their facility. One of these meetings is an annual Educational Festival in the Spring, with special classes, guest instructors, a luncheon or dinner, awards, prizes, etc. A small additional charge for this day long program is required. The Guild also maintains an extensive lending library of reference books, video tapes, and gilding supplies which any member may check out for their use, paying only postage if necessary.

How can I obtain more information?

Elected Officers and a Board of Directors who volunteer their time and talents for the benefit of the membership plan the Guild activities. Please feel free to contact any one of these volunteers for information. Their name and contact information is found in the monthly newsletter and on the attached membership application form.

In conclusion—

I certainly hope that you choose to join our growing organization. I know that there is plenty to learn in our changing industry, and we can learn as much from you as you learn from us. Our industry is growing by leaps and bounds, and we need you to contribute to its health. If you are already a member, recruit someone else and help us grow stronger.

Paul Knoop, CPF President, EPFG

February
2002 12th-
Frame Design
NW, designing
competition winners

March
2002 17th-
Education
Festival, see
insert for details

April
2002 25th-
Board meeting

May
2002 14th-
Colorplak in
Redmond.
Conservation
Mounting techniques

June
2002 27th,
Board meeting

July
2002 12th -
Location to be
announced

August
2002 22nd -
Board Meeting

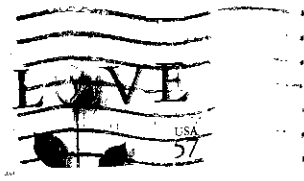
September
2002 26th -
Board Meeting

Frame Design NW
1420 Gilman Blvd.
Issaquah, WA.
425-392-9727

Take I-90 East to exit #15, turn right at the end of the ramp and immediately get into the middle lane. At the first light turn left onto Gilman Blvd. and go East on that till the second entrance to the shopping center on the left. After entering the center take the first right and the shop is on the right.

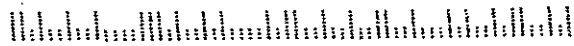


Paul Knoop, CPF
6724 W. 19th
Tacoma, WA
98466



See page two of this newsletter for address change contact information

ATTENTION: FRAME SHOP





9TH ANNUAL EPFG EDUCATION FESTIVAL

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

Enclosed you will find the schedule for the 9th Annual EPFG Education Festival. Again this year we have planned 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 days activities will include an Awards Luncheon and a Social Hour at the close of the classes.

HIGHLIGHTS

**PROVEN PATHWAYS TO PROFIT
DEVELOPING YOUR COMPETITIVE EDGE
GLASS ETCHING, RESTORATION, FRENCH MATS,
PRINT COMPETITION, AND MORE!!**

Check the detailed schedule inside, and you will notice many familiar names as well as a guest instructor we have selected for their special talents. For the two full session seminars of 3 hrs each, we are pleased to have Rob Markoff, CPF, of Gallery Services, San Diego, CA. He is being sponsored by Crescent Cardboard Company. Please see the class syllabus for specifics. In addition to his highly successful framing and gallery operations, Rob is a well known and highly regarded instructor on the educational circuit and a Contributing Editor to DECOR Magazine. He is one of the recognized experts in how to improve your framing and gallery business.

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 that insert with your choices and registration fee as soon as possible, but no later than March 13.

LUNCHEON MENU

Reservations are required

Pioneer Square Buffet

Mixed greens with Choice of Dressing, Fresh Coleslaw, Sliced Fresh Fruit, Pasta Salad in Vinaigrette, Sliced Cheddar and Swiss Cheeses, Cold Sliced Turkey, Salami, Rare Roast Beef and Smoked Ham, Whole Grain Breads and French Rolls, Assorted Deli Mustards, Whipped Horseradish and Mayonnaise, Lettuce, Pickles and Sliced Tomatoes.

Includes Coffee, Iced Tea and Dessert Selections

SCHEDULE OF EVENTS

Sunday
March 17, 2002

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

8:30 AM-11:30 AM
First Session Classes
(Page 2)

11:30 AM-1:30 PM
Luncheon

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

4:30 PM-6:00PM
EPFG will host a Social Hour
with 1 complimentary drink
for each person in attendance

For additional information,
contact:

Paul Knoop, CPF Pres
253 223-8686

pknoop@earthlink.net

Ben Edwards V P
425 338-0932

obedwards2@aol.com

Terry Scidmore, CPF Secy
206 433-1145

tscidmo@attglobal.net

Lynn Clark Treasurer

206 363-2100

JackC1@aol.com



March 17, 2002

**TIME
SCHEDULE**

CLASS SCHEDULE

8:00 AM-8:30 AM

**CLASS REGISTRATION AND SIGN IN. TURN IN OF
FRAMING COMPETITION PIECES.**

8:30AM-11:30AM
Full Seminar

**PROVEN PATHWAYS
TO PROFIT
ROB MARKOFF, CPF**

Simple changes in your daily business activities can mean more money in *your* pocket. This seminar will show you how! We will explore the bottom-line effects of offering discounts, pricing integrity, buying and payment strategies, maximizing vendor relationships, value added selling, offering exceptional customer service, and much more. Now is the time to implement these money making strategies.
Learn how.

8:30AM-10:00AM
Mini Seminar

**GLASS ETCHING
GRANT SMITH,
CANADIAN PICTURE
FRAMERS SCHOOL**

Using glass etching chemicals and abrasives to enhance framed art. Preparation and use of stencils, both ready-made and hand cut to provide a basis for the etching. Hands-on practice, giving you an opportunity to see first hand how this profitable addition to your "bag of tricks" can work in your shop.

10:00AM-11:30AM
Mini Seminar

**BACK TO BASICS
MOLLY BOONE, CPF**

Why do we do things the way we do? Some basic demonstrations with explanations of mounting, fitting, handling artwork, stretching canvas and anything else we have time for (and that I can come up with). This may be a refresher course for some, or the first time you ever actually had someone show-and-tell you how to do these things instead of just figuring it out on your own. You may be doing it right, but wouldn't it be nice to have someone confirm that you have been?

11:30AM-1:30 PM
Luncheon

**LUNCHEON
SPECIAL RECOGNITION
FESTIVAL SPONSORS
EPFG OFFICERS AND BOARD**

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. Please take this time to thank our generous Sponsors for their support of our programs. New Officers will be installed.

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

For late registration, call (206) 363-2100 or (253) 223-8686



CLASS SCHEDULE

TIME

Studies show that when making a purchase, price is not the most important factor consumers consider. In fact, price is not even in the top three reasons why customers buy. This seminar focuses on developing your unique selling advantage and maximizing customer loyalty. Afraid of competing with Big Box stores or National Chains? Learn the tools necessary to find their weaknesses and develop *your* strengths. Make the experience of doing business with your shop transcend price!

**DEVELOPING YOUR
COMPETITIVE EDGE**

ROB MARKOFF, CPF

1:30 PM-4:30 PM
Main Seminar

Fundamental requirements and techniques of paper conservation/restoration. Repair and restoration of paintings and dimensional objects. What we as framers need to know to properly advise our clients concerning this specialized field of art.

BASIC CONSERVATION

**EASTLAKE GALLERIES
BASYL KERCHEVAL
AND STAFF**

1:30 PM-3:00 PM
Mini Seminar

Decorative mats with French lines of various widths can be subtle, thereby enhancing the artwork. Project work involves ink lines, powder panels, watercolor panels, faux finishes, decorative tapes, and painted bevels

ADV. FRENCH MATS

**GRANT SMITH,
CANADIAN PICTURE
FRAMERS SCHOOL**

3:00 PM-4:30 PM
Mini Seminar

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 program. **Prize awarded for best costumes, so come prepared!**

SOCIAL HOUR

**FESTIVAL SPONSORS
&
EPFG OFFICERS AND BOARD**

4:30 PM-6.00 PM
Social Hour



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 piece has been chosen and each entrant can present it in his/her own way.

The piece selected this year is a collector's edition comic book, with great graphics and color. This should be a challenge to your creativity and design ability.

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 piece is available by mail for \$5.00 which includes postage and handling, from

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

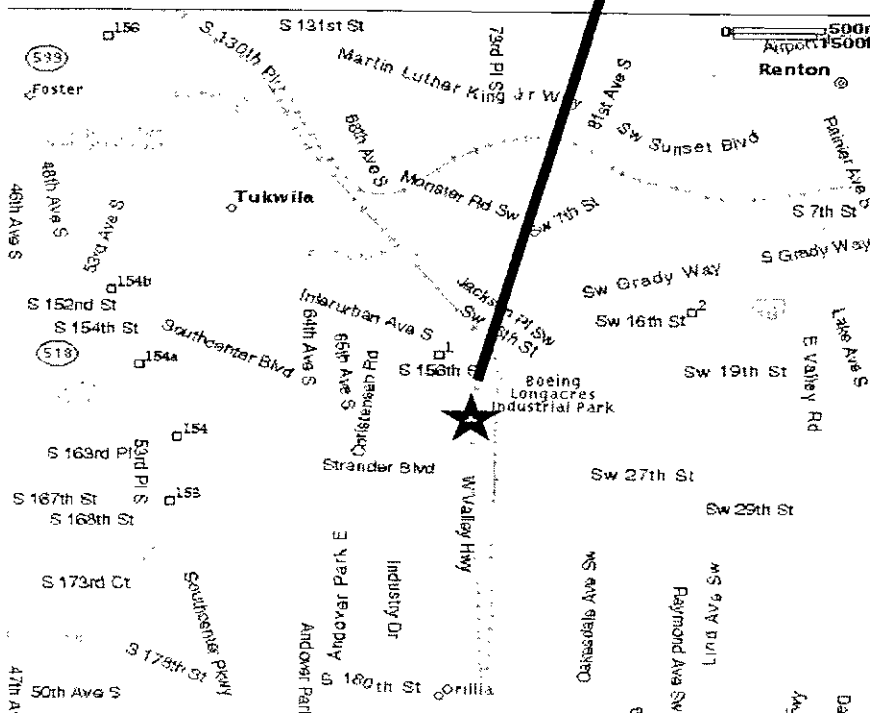
Please make check payable to EPFG, and don't hesitate—Time is getting short for you to receive the print and still have the afternoon of March 16th to complete the entry!!
Deadline for ordering the book is March 11.

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 PFFA National Competition judging form.

For further information, contact
Don Jones, CPF
Finishing Touches Gallery
(425)338-0932

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

SEMINAR AND LUNCHEON FEES

INDIVIDUAL	EPFG Member	\$50.00— Includes registrants choice of classes, luncheon, and 1 drink at Social Hour
	Non-member	\$95.00
	CPFG Member	\$65.00—Includes above plus 2002 EPFG Newsletters
FRAME SHOP GROUP RATE	EPFG Member	\$125.00— Includes 4 registrants choice of classes, 4 luncheons, and 4 drinks at Social Hour
	Non-Member	\$170.00
	CPFG Member	\$140.00- Includes above plus 2002 EPFG Newsletters
ADDITIONAL LUNCHEONS	\$20.00 each	

FRAME SHOP INFORMATION

Company Name _____ Contact Name _____
 Address _____ Phone () _____
 City/State/ZIP _____

REGISTRATION/RESERVATIONS

Name _____	Will you attend the Luncheon?	Total per person
Class Choices _____	Yes <input type="checkbox"/> No <input type="checkbox"/>	
Name _____	Will you attend the Luncheon?	
Class Choices _____	Yes <input type="checkbox"/> No <input type="checkbox"/>	
Name _____	Will you attend the Luncheon?	
Class Choices _____	Yes <input type="checkbox"/> No <input type="checkbox"/>	
Name _____	Will you attend the Luncheon?	
Class Choices _____	Yes <input type="checkbox"/> No <input type="checkbox"/>	

Please make your check payable to **EPFG** and mail with this completed form by March 13 to:

**Lake City Picture Framing
 EPFG Registration
 14028 Lake City Way NE
 Seattle, WA 98125**

Late registrations, call (206) 363-2100 or (253) 223-8686

Check here if you are disabled or have special needs. Attach description of your needs in order that we may accommodate you.

Total \$