



EPFG

**APRIL 2002**

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## *Evergreen Picture Framer's Guild*

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*Next Board Meeting  
Tuesday April 9th  
Peking Wok, Factoria*

*Next General Meeting  
Tuesday May 14th  
Colorplak, Redmond*

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*1st Place*

FRAMING  
COMPETITION  
WINNER



Entered By Sheri Kennedy  
of U-Frame-IT

The First Place Winner at the EPFG Spring Festival was entered by Sheri Kennedy of U-Frame-It. Read all about this Winning frame design and the second, third and popular choice winners in this issue on pages 4 and 5.

This month's issue will feature the winning entries and the next issue of the newsletter will have details regarding the other entries in the competition.

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*April 2002 Issue*

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**Contact Information**

**What's Inside**

**Membership Dues  
Advertising Payments**

Lynn Clark, EPFG Treasurer  
c/o Lake City Picture Framing  
14028 Lake City Way NE  
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e-mail: jackc1@aol.com

**Newsletter Ad Copy  
& Classified Ads**

Bob Holcomb  
c/o Millennium Gallery  
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Redmond, WA 98052  
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e-mail: exafixer@yahoo.com

Page 2 **Contact Info. Officers**  
 Page 3 **Presidents Letter**  
 Page 4 **Framing Competition Highlights**  
 Page 5 **Competition Highlights Continued**  
 Page 6 **Membership Renewal Form**  
 Page 7 **Advertisers**  
 Page 8 **Educating our Customers**  
 Page 9 **Price quotes over the phone**  
 Page 10 **Helpful Hints**  
 Page 11 **Classified Ads**  
 Page 12 **Calendar of Events**

**Change of Address**

Paul Knoop, EPFG President  
c/o The Framemakers  
6724 West 19th Street  
Tacoma, WA 98466  
253-223-8686  
e-mail: pknoop@earthlink.net

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**Display Ad Artwork**

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## Our President's Pen

by Paul Knoop, EPFG President

As the most important part of my final letter, after four years as your President, it is most fitting that I express my gratitude to all of you who have made the job fun and easy. First to all of the officers and board members who have given so graciously of their time and talent to keep the organization on track, and me out of trouble. The newsletter editors and the librarians have played a large part in fulfilling the purpose of EPFG: Continuing education of picture framers. All of our members who have provided classes and shared their skills have also contributed to our purpose, as well as reminding us that there is always something to learn about our chosen profession. Last, but far from the least, our advertisers and Education Festival Sponsors who have provided most of the financial support to keep us going. Without them, we would not be able to exist. So, to each and every one of you, THANKS!

I certainly hope those of you who attended our Education Festival last month enjoyed it as much as I did. We had a great turnout with over 90 folks attending, some super classes, good food, an excellent print competition and many prizes given away. Look for the article on the next page regarding the print framing competition. Each of the Sponsors was also recognized with a gift certificate to Starbucks and a certificate suitable for framing, of course! All in all, a good day with the opportunity to meet new members, learn new skills and get to know new suppliers. Look for much more information and photos in next month's special edition newsletter. Also, photos will be posted on the web for your enjoyment. I will include details next month after I have received and prepared them.

Please remember that our meeting schedule has been changed. Be sure and check the calendar for the next open meeting and program. Of course, you are free and encouraged to attend the Board meetings that are held in alternating months on the 2nd Tues. At 7 p.m. If you would like a permanent seat on the board, all you have to do is volunteer to be President for a term, as we are still searching for someone to take that position. Please contact me if you have any questions about just what is required, I will be happy to discuss it with you.

Thanks for reading.

Paul Knoop, CPF  
President EPFG

## March Spring Festival

# FRAMING COMPETITION WINNERS

In this issue the Framing Competition will be the focus of this article. There were a total of nine entries in the framing competition. We will take a look at the first, second, and third place winners as well as the popular choice winner in this issue. We will cover the other entries in the next issue.

*We came up with a "Man of Steel" theme.*

The first place winner was entered by Sheri Kennedy of U-Frame-It. First Prize was a check for \$150.00. Following is a brief idea of the design concept.

"We wanted to play on the *bigger than life* idea of a super hero. Since Superman seemed to be bursting off the page, we exaggerated this with a pop-up. We decided to give him a *steel* shadow and came up with a *Man of Steel* theme. We added silver to the obvious red and blue. The metal frame was chosen for its blend with the mats and because we felt it had a retro/modern mix like Superman himself. We chose a black final frame to mimic the black edging on all comics and for idea of strength. The bevel design on the moulding was chosen to echo the bevel fillet work. The hand cut nameplate seemed like a comic version of a real steel plate. Finished with *Supersteel* hangers, of course.

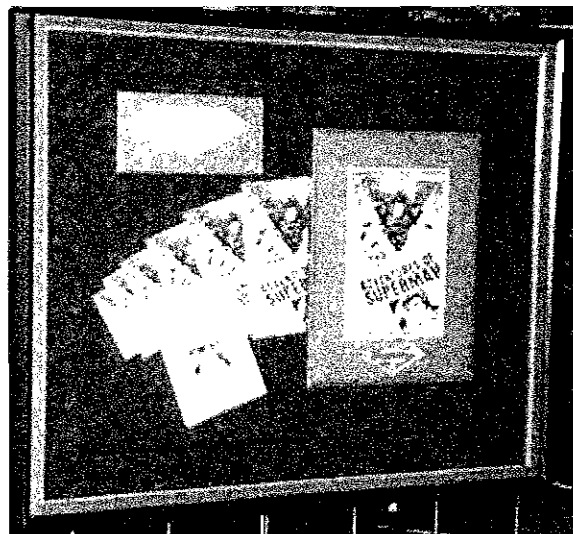


FIRST PLACE WINNER/U-FRAME-IT

*The repetitive comic book images give visual support that superman is really flying.*

The Second Place winner was entered by Dick Nelson of Firdale Gallery. The Second Prize was a check for \$100.00. Here is the description of the design concept.

"Since Superman Comic books have become collector's items, it was decided to utilize conservation framing materials and techniques. It was kept in mind that, if necessary, the comic book could be retrieved from the frame with its original condition intact.



### SECOND PLACE WINNER/FIRDALE GALLERY

A Superman logo, verbiage from the old Superman radio program and a miniature stack of *Daily Planet* newspapers were created as visual and thematic support for the comic book. Since these items lend themselves well as three dimensional objects, a shadow box design was selected for framing.

The repetitive comic book images that recede into the background help draw the eye back toward the main piece. And in so doing, also provide a subtle illusionary support that Superman is really flying. Because the *Daily Planet* newspaper image occupied a large portion of the original art, a bundle of newspapers tied with sisal cord was added.

## March Spring Festival

Continued

Since Superman is depicted as an *uncommon individual*, some framing materials were used in uncommon ways such as a metal frame stacked within a wood frame, a metal frame used as a spacer and a wood fillet installed in a metal frame.

To draw attention toward the art, the comic book was matted and framed separately. Enclosing the Superman logo below the comic provided additional attention-grabbing support.”

*Give a strong visual impact without  
Overwhelming the artwork*

The Third Place Winner was entered by Don Jones of Finishing Touches. Third Prize was a check for \$75.00. It must also be mentioned that this framed piece was also the Winner of the Popular Choice, as voted on by all those attending the Spring Festival. The prize for Popular Choice was a check for \$125.00. Following is the description of the objective used in this framing example.

“The objective is to give a strong visual impact without overwhelming the artwork while creating a balanced design that shows off the widely varied images in the comic while also showing chronologically the elements of the story inside.”

I must mention that one of the most talked about elements to this frame job was the lettering that was put onto the inside bevel of the frame surrounding the glass.

*Our Thanks and Congratulations  
to all the winners  
of the framing competition*

Each of these winning frame jobs took a lot of time and effort to imagine and create. The EPPG board would like to thank our winners for their effort. It was surely appreciated by everyone who attended the Spring Festival. By our continued association we help each other to become better framers and business people.



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Thanks to Ethan Satterfield and John Hughey of U-Frame-It for finding this information and passing it on.

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

Mail to:  
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For more information about the Evergreen Picture Framers Guild please contact:

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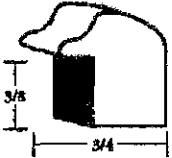
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makes our sales job easier.*

We spend a lot of time in business trying to reach our customers. Our phone book advertisements cost hundreds of dollars a month and when the phone rings we need to capture that client. We should review our phone skills and remind ourselves and our staff that capturing the client's attention immediately upon the first telephone conversation with them is the goal.

When the phone rings spend a few minutes hearing the story of your caller, engage in a conversation about what their goal is and then offer a few suggestions about how they can reach it. A willingness to offer ideas, evidence that you and your business are pleasant to work with and some assurance that you know what you are doing, go a long way to making a customer actually come in your door with their artwork or project.

*by Helen Kane, CPF*



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Opinions vary about price quotes over the phone. Of course it is true that phone shopping is almost impossible in our business, but often the client just needs to be reassured that our product is one they can afford. We don't want to be thought of as a place where "if you need to ask the price you can't afford it". Try to offer a realistic range of price. An estimate of a lowest price to a mid range price with a few comments on things that would make the price rise and the offer that there is a great deal more available that would be more expensive gives the client some idea of whether they are even in the ballpark as far as what they intend to spend.

There are requests for information that are impossible to even guess and when that is the case just the pleasant assurance that there is no obligation to purchase when they bring in their artwork for a design can help the customer feel welcome to bring in their art. Surveys show that there is still a huge number of people who have never bought a custom frame. The unknown is sometimes fear filled and making the client comfortable on the phone is a good beginning.

Often I have found that a client comes in after having received a price quote on the phone. When their design is complete and they are now our friends they confide that we were not the cheapest place they called, but we were the place that sounded like we knew what we were doing.

*by Helen Kane, CPF*

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### Your Help is Needed

If you have any suggestions or ideas for the newsletter, please feel free to let me know. I am looking for articles and new ideas for the newsletter. Together, we can make the EPFG newsletter work for all of us. It is an opportunity for us all to learn more about our industry and help others to avoid problems we have already found a remedy for.

My thanks to Helen Kane and Terry Scidmore for all of their support thus far. Without their help, I couldn't have made this newsletter as interesting as I hope it is.

Your help is also needed in support of the organization. **We need a volunteer for president**, as Paul has served several years and has to step down. I know all the members of the board would be more than willing to help anyone interested in taking this position. You will not be alone in this effort. The board members have always supported one another. Any time a new position is filled there are some hurdles to overcome. The board members will help in any way possible.

**Newsletter Editor and Board member contact information is on page two.**

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I have started a new system for keeping up with phone numbers and other information. Whenever I get a new contact or source I enter the information into a simple database in Microsoft Works. Many programs will work for this. I have two lists. One that deals with Suppliers and the other deals with other business related contacts like advertisers and local information such as The Chamber of Commerce. I always know where the information is and never have to look through a pile of papers or stacks of business cards. The list is alphabetized, easily printed out and can be modified or categorized at will.

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<b>APRIL 9</b> Board Meeting Peking Wok	<b>MAY 14</b> COLORPLAK in Redmond	<b>JUNE 11</b> Board Meeting	<b>JULY 9</b> William Bounds Gallery in Burlington
<b>AUGUST 13</b> Board Meeting	<b>SEPTEMBER 10</b> Firdale Gallery in Edmonds	<b>OCTOBER 8</b> Board Meeting	<b>NOVEMBER 12</b> General Meeting

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Paul Knoop, CPF  
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See page two for address changes.

*ATTENTION: FRAME SHOP*