



EPFG

JUNE 2002

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Evergreen Picture Framer's Guild

*Next Board Meeting
Tuesday June 11th
Peking Wok, Factoria*

*Next General Meeting
Tuesday July 16th
William Bounds Gallery*

EPFG & PPFA/PMA TO JOIN OR NOT TO JOIN

This month in the newsletter you can find out about the possibility of EPFG joining with PPFA/PMA. Our Vice President/Acting President Molly Boone and former Board member Helen Kane have recently returned from a trip to New Orleans. They went to find out just what is to be gained or lost by EPFG joining with PPFA/PMA. There is a special section devoted to this subject.

We had a great meeting at Colorplak in Redmond. You can read all about it on page 4.

A new article has been added to the newsletter starting this month. Each month one of our newsletter sponsors will be featured. There will be an article explaining just what services and products are offered by that company. Also there will be a list of contact names and phone numbers for sales reps. We hope this will help everyone to better utilize the businesses that support our organization. Look

inside to see who is featured this month.

Another new feature of the newsletter; on the back cover, next to the calendar of events, there will be a map showing the location for the next meeting place. Hopefully, this will help to prevent members driving around endlessly searching for the location.

The Guild wants to get input from the members on the types of meetings you would like to have. Meeting topics and ideas are always needed. Help us make the EPFG a better organization for all of us. Feel free to e-mail or phone any of the Board members or Officers with your suggestions. You will find the E-mail addresses and phone numbers listed on page 2 of this newsletter.

We still need a president for the organization. If you have any suggestions or questions contact our Vice President Molly Boone or our former President Paul Knoop.

June 2002 Issue

What's Inside

Contact Information

**Membership Dues
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Lynn Clark, EPFG Treasurer
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Our Nice President's Pen

by Molly Boone, EPFG Vice President

Hello! Our last meeting was a big hit! If you didn't join us - you missed out. We learned some stretching techniques (for your body, not a canvas) from Dr. Scott Redfern to help keep us from hurting ourselves at work or play. After a long day, everyone there felt more energized and a few people said they actually felt like going back to work. (NUTS) Dr. Scott was a terrific speaker and was very kind and patient teaching us these ways to help make our lives better. You could really tell he cared!

The folks at Colorplak were wonderful hosts. We had yummy desserts and each of us got to take home a "plak" showing off their new "Classic" profile. It will certainly help me sell up on Colorplak in my store.

I went over a few things, in general, about the trip Helen and I took to New Orleans. We had a great time meeting with so many others framers. It was very heartening to hear how other people like us have the same things going on in their lives, businesses and framing groups all across the country. We all have many of the same concerns about our customers (the easy or fun ones *and* the p.i.a. ones), employees, economy and how to get more people involved in their local framing guild or chapter. Many people had questions about the new PPFA/PMA alliance, as did we.

PMA is working very hard with the new PPFA board to meet the memberships needs and wants, as well as addressing members' and chapters' concerns. At this point, though, our officers and board members are still on the fence about whether or not becoming a chapter of PPFA would help us or hurt us as an organization that already exists. We would really like your input on this; so please, feel free to attend a board meeting or to e-mail me or any officer or board member, or call on the phone, or snail mail...whatever your preferred method of communications is. We are trying to decide what is best for our group - if you have an opinion, we want to know what it is.

For now, I have joined PPFA on my own and am waiting to see what they can do for me. For only \$25 I suggest each member join. The trial membership is good through 9/30/2003, and you receive a gift certificate in the amount of \$25 good for educational materials from PMA that may be of use, (don't know for sure, haven't gotten mine yet). Then we can all make an informed decision. If you haven't received an application in the mail from PPFA, call me and I can give you either their 800 number a name and address of someone to contact or I will call them for you and give them your information. Either way, what have you got to lose?

Thanks for reading, see you next month at William Bounds Gallery in Burlington. (I hear their food is AWESOME too!)

Molly Boone, CPF
EPFG Vice President

Colorplak

Anaheim Denver Seattle

Bob Hug

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May Meeting @ Colorplak **Stress Reduction/Injury Prevention**

Our May general meeting was hosted by Colorplak in Redmond. Our new Vice President/Acting President Molly Boone opened the meeting by discussing the trip that she and Helen Kane made to New Orleans to meet with PPFA. Molly and Helen will communicate to our members more fully in the weeks ahead on how chapter affiliation with PPFA could impact EPFG. Initial impressions were that there are some notable benefits to be derived from this union, but more evaluation and member consensus will be necessary to make a final decision.

Those not able to attend the May meeting missed a most informative presentation by Molly's chiropractor, Dr. Scott


Redfern DC, who discussed stress-relief and relaxation through stretching and breathing exercises. (We framers know a bit about stress: The gang of customers who seemingly gather outside the door and all come in together when they know that you're alone in the shop...the frame package with the black suede mat that has been opened five times to remove 'breeding fish'...the replacement length of moulding that now matches the other length but has a one-foot allowance in the center of your needed chop...on and on). Dr. Redfern led us all through the exercises that left us feeling noticeably better. We all received a chart showing these steps and if you weren't there, you will find a copy printed here in this article. Special thanks to Dr. Redfern for his presentation.

We framers know a lot about stress

Each Framer present was given a free 11 x 14 sample of their product with the new Classic Profile.


BACKSAFE BEFORE WORK/MICRO-BREAK EXERCISES

KNEE PULL



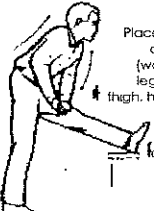
Sit upright with back supported. Hold one knee and slowly pull towards the chest. Hold 2 breaths and switch.

QUAD STRETCH



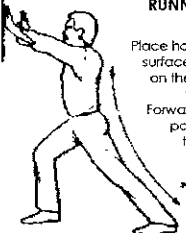
Place one hand on a stable surface. Stand upright and bend one leg. Hold foot lightly and pull back. Don't arch your back. Feel stretch in front of thigh. Hold 2 breaths each leg.

HAMSTRING STRETCH




Place heel on object of comfortable height (waist or lower). Keep leg straight, hands on thigh, head and shoulders up, and back straight. Bend forward until you feel a stretch in back of raised leg. Switch leg.

RUNNER'S STRETCH



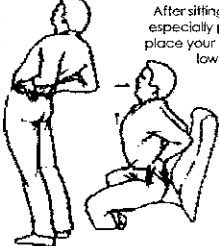
Place hands on a stable surface. With heels flat on the floor, shift your weight forward. Forward knee doesn't pass toes. Turn the toes of the back foot out 2" and stretch, then in 2" stretch. Switch feet.

WALL SLIDE



Lean against stable surface. Press or flatten lower back against surface. For strengthening, hold wall slide as long as possible. Knees should not pass your ankles.

BACK EXTENSIONS Standing/Seated



After sitting or bending, especially prior to lifting, place your hands on the low back, gently push forward, raise the chest upward and arch back.

At the end of the meeting, Ted of Colorplak explained the new processes and products now available. There were lots of samples for everyone to see and as an added bonus, each framer present was given a sample of their product. Also offered at the meeting was the new update from *The Art Group* the poster catalog associated with Colorplak, if you order a print and use the Colorplak technique, the print is no charge. A new price list for the new styles being offered was also available. If you have any questions about any of this product give Ted a call. If you are not



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May Meeting continued
Stress Reduction/Injury Prevention

currently offering Colorplak's services to your customers, you are missing a significant opportunity. Special thanks to the people of Colorplak for their hospitality.

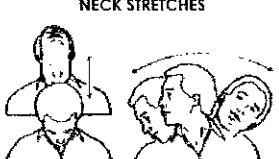
William Bounds Gallery will be hosting the next general meeting on July 16th, and we invite you to join us.

*By William Bounds, CPF
 William Bounds Gallery*

BACKSAFE BEFORE WORK/MICRO-BREAK EXERCISES


Hold stretches for 2 relaxing breaths. Doing all stretches daily is beneficial. However the most important ones are the stretches that feel tightest. Done often during work, these stretches will increase energy and comfort while reducing cumulative trauma stress. Discontinue if you feel discomfort other than simple stretching of tight muscles.

NECK STRETCHES




Bend head downward then slowly upward. Side bend neck towards shoulder, hold, look down then switch sides. Slowly and fully turn head to one side then the other.

CHIN TUCKS




Pull chin and head straight backward as to make many chins. Hold for a few seconds; repeat three times.

CHEST AND SHOULDER STRETCH




Clasp hands behind back. Slowly straighten and raise arms. Arch back. Sitting forward in seat or standing up may help.

SHOULDER ROLLS



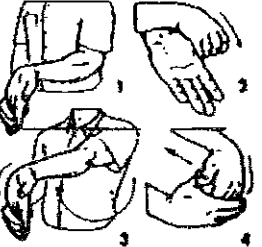
Roll shoulders forward in 3 large circles; then backward.

SIDE STRETCH



Bend knees slightly and flatten back with forward tilt of hips. Without twist, reach high overhead and bend to one side. After 2 breaths switch sides.

HAND AND WRIST STRETCHES



1. Palm up with elbow at side and forearm level with ground. Hold fingers and gradually pull down and back.
 2. Gently pull thumb down.
 3. Return to fingers. Gently hold as you slowly straighten your arm.
 4. Arm straight, turn palm down and gently pull fingers down and back. Bend elbow palm down, pull fingers down and back. Switch hands.

Caution: This must be done slowly and with minimal force. Hold each stretch for 5 seconds.

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 INDUSTRY EDUCATION RESOURCES

EPFG & PPFA/PMA
To Join or Not to Join

Molly and Helen go to New Orleans to visit the New PPFA.

WHY

EPFG's board met with Rob Markoff after the spring education festival and was impressed with his enthusiasm about the changes in the PPFA. He encouraged us to send a representative to the upcoming chapter leaders meeting in New Orleans. PPFA offered us the same opportunity that they offered their chapters. They would pay the room and board for one attendee and asked us to send a second. Molly Boone, our acting president and Helen Kane, "old timer", were selected to attend.

WHO


PPFA is a new organization entirely, having left its past debts behind in the non-profit equivalent of bankruptcy. PPFA is now a portion of the greater group - The Photo Marketing Group, Incorporated (PMAI). They retained as much as they could of the old information and systems and have a professional trade association staff that knows how to use it. This is an old, well-established and well-funded group, which is comprised of a number of industry associations which maintain individuality within the larger group.

WHAT

The weekend of meetings was well organized and tightly scheduled. Meetings covered dues, national convention, legal and liability issues. Other meetings covered the execution of framing competitions, creating programs for meetings, leadership succession planning and general goals for the association and a couple of field trips to see New Orleans and eat the local cuisine as well.

Continued

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EPFG & PPFA/PMA continued

HOW DID THEY DO?

We thought the effort the staff and other chapter participants made to answer our questions was good. I appears that our group is comparable in its activities to the more active of the chapters. There are chapters who participation is better than ours, but for the most part the groups were our size or smaller. Everyone is searching for the perfect model of an organization and a meeting schedule that will interest the most people, be conveniently timed and placed, and will draw enough attendance to encourage membership to grow.

WHAT DO THEY WANT?

It is pretty plainly spoken by the staff of PMAI that their interest in chapters is only to encourage membership in the organization. They are "honeymooning" now with the chapters and making a special effort to make the "old" members happy, largely to solicit our support in growing the membership of PPFA. They are trying not to break the parts of the old system that work but to use them to encourage the membership increases that they really are looking for.

HOW DO WE FEEL ABOUT IT?

I think that both Molly and I are pretty well convinced that the PPFA in its new form is a good and viable group and both of us joined individually. Many of us believe that if PPFA didn't exist, we would need to invent it. We are lucky that we don't need to start from scratch. This current form looks as good as PPFA has ever looked to me, as an advocate for interests in the picture framing industry. As to whether it is valuable to the Evergreen Picture Framers' Guild, that is more of a question. The few things that we did request individually still haven't been responded to and that seems a bit unencouraging, since it has been over a month.

WHAT ACTION TO TAKE?

I encourage all to join the PMAI - PPFA as soon as you can to take advantage of the very reasonably priced introductory offer and see what the group has to offer you. My position on the matter of membership for the Evergreen Picture Framers' Guild is to wait for a groundswell of interest from the members to join PPFA and the more experience we have with the group the better the plan will work.

by Helen Kane, CPF



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On Up-Selling Clients

By Helen Kane, CPF

Offer the best design you can show for a client's work. If, after presenting the price it is over budget, revisit each item with the client with an eye to changing the appearance as little as you can while decreasing the costs. It is often the case that nothing looks as good as the best. Thus the client makes his purchase pleased that the design is perfect and having confirmed that the price was right.

Offering the best design you can, including the preservation materials that are called for and the small accents that add interest like filets or elevated mats or corner details gives the client a chance to see how good the artwork can look. It also leaves room for a few small changes to reduce the price without making major design alterations. Often the client will look at the changes and decide the first choice really was the best. They choose feeling satisfied that they price shopped and found less to be inadequate.

Even when you have designed beyond the client's budget for a particular piece it is a compliment to them that you know they like the best. Of course we all prioritize on which items we will spend the most, and this item may not be their priority, acknowledge that when the client protests. Always try to leave some place to go that is less costly. Having seen the best encourages them to bring in the artwork on which they are willing to spend more. It reveals that you have good ideas and materials that are appealing and creates a rapport.



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For more information about the Evergreen
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ERROR!

The newest Board members and Officers were announced in last months newsletter. I neglected to mention that Ben Edwards of Crescent Cardboard is stepping down from the Vice President position (the position Molly Boone has taken over). Ben has been a great support to the organization over the past years, and we know he will continue to help out as he can. Our thanks to Ben for all his support.

Last month we recognized the companies that sponsored and/or donated items to the Spring Festival. I neglected to list Omega Moulding as one of the companies that donated items for the gift bags each member attending received. Apologies and Thanks to Omega Moulding for their generous donation.

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June Featured Sponsor **Colorplak**

Colorplak, a name to conjure with.

This article will hopefully give our readers a fresh perspective on Colorplak, the services they offer and how to better utilize these services.

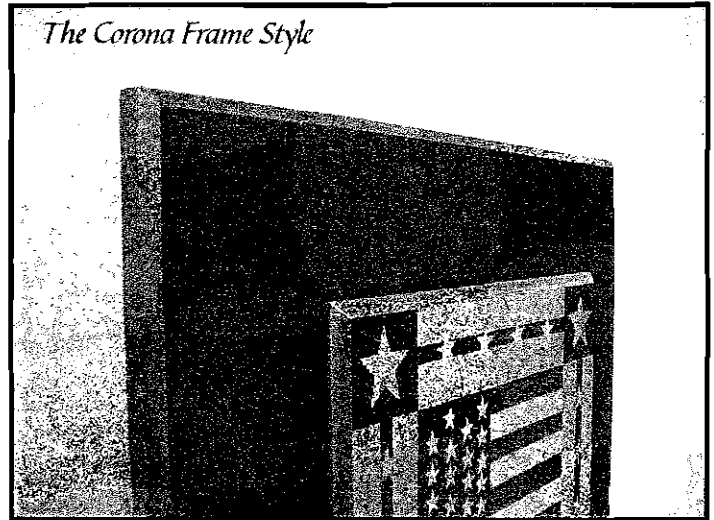
What's new with Colorplak.

The Classic Frame Style. Imagine a Colorplak with a 5/8" instead of a 1/8" wide color edge. That's five times more color around the image. The new Classic frame style is thicker (1/2" vs 3/8") and shows a wider more dramatic edge profile. It's as close to framed art as a plaque can possibly get. Response to the new Classic style has been brisk and enthusiastic. It has already matched the ColorBox and ColorFloat styles in orders. Dealers can call Colorplak and request a sample edge profile to be included in their next order.

The Classic Profile



The Crescent frame style has a curved profile like the Classic but it's only 3/8" wide and the board is only 3/8" thick. The effect is both more colorful and pleasing. Switch customers from the popular ColorLite to the new Crescent. You make 10% more and your customers will love the difference.



The Corona and Hi-Lite frame styles allow framers plenty of creativity. Both styles allow you to raise the center portion of some prints on a 1/4" board (Hi-Lite) or on a 3/8" board whose back is routed to make it "float" (Corona) over a ColorLite base. The result is a dramatically enhanced central image that literally stands out. Coronas and Hi-Lites are great for many of the posters found in the new Image West Euro Art catalogs. These new styles are also ideal for photos, certificates and news articles that look dull and need more color and punch.

More vinyl mat colors to liven up the backgrounds of kid's art, photos, certificates, articles and more. Burgundy, gold and oyster white background vinyl colors have been added to black, blue, green, red and white. Recommend background colors to your customers to add "borders" to small photos and images, enhance boring certificates and dramatize news articles. You make 33% more and we do all the work while your customers keep coming back for more.

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Pick a print from *The Art Group* catalog, call Colorplak to order the print. Have it mounted at Colorplak, pay for the Colorplak processing and the print is no charge!

For more information, call Ted at 800-305-1953.

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HELPFUL HINTS

For those framers that use putty to fix and fill in frame corners, a good idea for making and storing those special colors is to use a painters palette. It has a hard surface which is great for mixing and you can hang it for handy retrieval. It is easy to hold and you can keep several color combinations right at your fingertips.

Another method, is to cut up matboard into small squares. You can then mix the desired color (on the white back preferably) and store these away in a plastic bag.

It helps to make a note on the matboard or palette of the colors used to create the "new" color, when you run out you can easily re-mix the original color.



Got Samples?

If you have received duplicate shipments of frame samples or mat boards and you don't know what to do with them, why not bring them to a meeting. Maybe someone there hasn't gotten them and could put them to good use. It's better to give them to someone who can use them, than to store them away or, even worse, throw them away.



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