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JULY 2002

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Evergreen Picture Framer's Guild

Next General Meeting

Tuesday July 16th

William Bounds Gallery

Next Board Meeting

Tuesday August 13th

LPN Architects, Mercer Island

LIABILITY, SAFETY & COMPLIANCE IN THE WORKPLACE

This month in the newsletter the continuing saga of the EPFG joining with PFFA/PMA. Molly sheds more light on the subject in her letter.

We will be heading for Burlington soon. To get ready for the meeting, read the preview article on page four.

There will be a new monthly or bi-monthly article starting soon. Go to page six to find out what it will be and how you can help.

The board had a great meeting at Lake City Picture Framing last month. Much thanks to Lynn Clark for offering to hold the meeting in her store. The board was able to be more comfortable and deal with the matters at hand without worrying about disturbing others. We are such a rowdy bunch, and Terry wasn't even there! We had a great spread. Pizza and Fresh Salad with plenty of cold beverages.

Everyone is welcome to attend board meetings. They are informative and you get to enjoy the fellowship of other framers as well. You even get to put in your two cents worth. The next board meeting will be held at LPN Architects on Mercer Island. Molly's Husband has made arrangements for our group to meet in their offices (He works there). Since it will be in August, we thought it would be best to find a place that is air conditioned!

The board has decided to form a new committee to deal with building up our membership. Helen Kane of *Anabel's Framing Gallery* volunteered to head the new committee.

The Featured Sponsor article is covered on pages eight and nine. I was provided with a plethora of information that I hope you will enjoy and use to your business' benefit.

Hope to see you in Burlington the 16th.

July 2002 Issue

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Our Nice President's Pen

by Molly Boone, EPFG Vice President

Happy Summer, All!

The sun is shining, the birds are singing, the roses are blooming...the framers are sweating, the employees are grumbling, the customers are cranky...Sound familiar? Unfortunately, summer is not a terrifically motivating time of year. In my poorly air-conditioned shop, I find my mind wandering out towards the water, wishing I was sailing. What's your daydream? But, on the flip side, my sales are up for the first time in 2002. I hope it's the same for you and that this is a trend for the rest of the year!

The time will fly by (especially since my children are in Michigan for the summer). If you're not real busy, then now is the time to do all those things you don't normally have enough time to do. Like cleaning, updating prices, framing some fresh new pieces as examples of your best work and the awesome new products that our manufacturers and suppliers are coming out with and, most of all, take some time to enjoy this great N. W. Summer.

One way to do that is to take a relaxing drive to Burlington on July 16th. That's where our next general meeting is; at William Bounds Gallery. We will feature another subject that we should all take the time this summer to address: Liability, Safety and Compliance in the Workplace. I know, it sounds a little dry, but attending this workshop can save you loads of money in case of an inspection or accident and help you to run a safer and more efficient workplace. If you don't come, you'll find yourself wishing you had.

Bill, of William Bounds Gallery, knows a lot about this stuff and his friend, Don, is all up on the info we need to be compliant with local and state regulations. We don't always think about it until it's too late and it costs us loads of money. Don will be able to tell us things we never even thought of and answer questions that may have been nagging us in the back of our minds. Most importantly, don't we want a safe place for ourselves and our employees to work every day? This is how we can make sure that we do.

On top of all this -- Bill and June put out an awesome spread! That alone is worth the trip! JOIN US!

The officers and Board of EPFG and I have been grappling with the PPFA issue. I'd like to share with you our ideas. Please share with us your opinions! You can e-mail me at mollycpf@aol.com. Please understand that no definite decisions have been made, so your opinion does matter.

We are very concerned with losing the autonomy that EPFG has established on its own without the help of PPFA. SO, we are considering forming a separate organization as a chapter of PPFA National -- PPFA Northwest Chapter (or some other name). If we decide to form this group, you, as a PPFA member, (should you choose to join), would be part of this new organization and would also receive membership to EPFG with your national membership dues. If you choose not to become a member of PPFA and only want membership to EPFG, you would continue to pay the regular yearly dues.

Dues are an issue; PPFA is offering a trial membership for \$25 that would pay your membership at the national and local level until the end of September of 2003. If we form a national chapter, that chapter would receive \$25 to pay for your local membership. You will also receive a \$25 gift certificate for educational materials from PMA (the new parent organization of PPFA) as well as discounts to their national trade shows and educational classes that are offered and access to the very popular hitchhiker web site. They also offer things that EPFG already has in place for your benefit such as group rated insurance, etc. But, who knows, they may have even better rates.

After the trial membership period is up, the yearly membership price would go up to \$95 per year. The local chapter would still receive \$25 for your local membership dues. For the EPFG, that would mean a pretty significant loss

continued on page 5

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As framers, we know that minor cuts, scrapes, bruises and burns occur in our everyday work, but did you know that how we, as business owners, manage these “nuisance injuries” for ourselves and our employees can be expensive in ways that we may not have considered? What about the possibility of dealing with a more serious medical emergency for an employee or a customer -- are we prepared to properly care for the individual before a 911 response? What is our liability for such care? Is our work environment safe and in compliance with local and state regulations?

What about the possibility of dealing with a more serious medical emergency for an employee or customer

For our July General Meeting I have invited Don Gabrielson of Alpine Fire & Response First Aid Systems to speak to us about these and other issues that are important to the efficient safety management of our businesses and how it can benefit our bottom line, and how expensive it can be if they're ignored. Don has many years of experience in workplace safety and can respond to any related questions or concerns that you may have. Whether you are an owner-only shop or

Is our work environment safe and in compliance with local & state regulations

have several or many employees, this is a ‘not to be missed’ meeting, and I invite and encourage you to attend. For many of you it’s a longer way to come, but I am sure that you’ll consider it time well spent. I would appreciate an RSVP at 360-404-2002 or e-mail william@williambounds.com which will assist us in planning. Looking forward to seeing you on the 16th.

William Bounds, CPF

Vice President's Letter continued

of revenue that we use to put on our meetings and our Spring Festival. But if we get more people to sign up, and more people to attend our meetings and our Spring Festival, it may offset that loss.

What we would be trying to accomplish here is something like a joint venture

What we would be trying to accomplish here is something like a joint venture. Where we take two very similar groups, EPFG and PPFA Northwest, that will work together when it is beneficial (like putting on educational programs for you with nationally known speakers, sponsored by PPFA National) and will work separately when it is appropriate (when we would like to serve long-time EPFG members that do not want to be part of PPFA). Both groups would benefit from the others existence but couldn't make one or the other unnecessary. We want to keep EPFG intact, but also take advantage of

what PPFA has to offer.

Well, as you can see, we have a lot to think over. Please take part in this. E-mail me or any of our officers or board members (e-mails and phone numbers are listed on page two of this newsletter).

I have membership applications for anyone interested in joining PPFA for the trial membership of \$25. Please realize that a Northwest chapter has not been formed yet -- we would like any and all input of yours into this matter.

I hope I have explained this all clearly enough, and I hope that you will help us make the best decision for our organization.

Thanks so much for reading! Hope to see you in Burlington on July 16th at William Bounds Gallery! Great food, great friends, great information! What more can you ask for?

Molly Boone, CPF
EPFG Vice President



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New Article

I am planning a new article for the newsletter. I will be needing your help with this one. It will deal with those nightmare frame jobs that everyone has had. In the past we had a meeting that everyone really enjoyed called "Nightmare on Frame Street". I plan on calling this series of articles by that name.

I know everyone has had at least one, and probably more, of these types of frame jobs. Lets share the horror and help our fellow framers to learn from our mistakes.

If you would like to present the article anonymously that would be fine. The important message is: **"We've all done this type of thing and here's how to avoid making my mistake"**. So send in your horror stories. I've got a couple of stories lined up and will start the series in a month or two (depending on space). Let's keep it going. Newsletter Editor contact information is at the top of page two.



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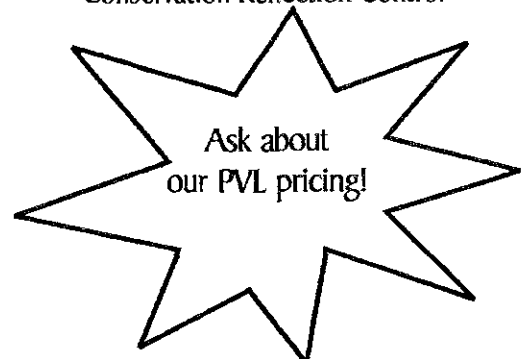
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Designing Breaks and Learning from the Customer

Being somewhat new in the custom framing industry, I know that there is still a great deal for me to learn. Often I have been working on a piece and can't seem to get the right feeling for the artwork with the frames or mats that I have chosen. Then a friend or client will walk in and say "what about this, or how about a 'this color' mat". It seems so obvious to them.

Because of these types of instances I have learned that when I am working on a difficult piece alone and not dealing with a customer it helps to take a break and leave the artwork for a while. I come back to it fresh, even after only ten or fifteen minutes away. Often I can design the piece immediately upon my return. I have had time to reflect on the artwork and what I have seen, and can easily determine the "bad path" that I was on. I have even done this with a customer's piece. When there seems no clear or easy choice, I recommend that the customer leave the artwork with me and return in a day or two. I then take the needed time off and come back fresh so that I am able to satisfy the customer's needs much more easily.

Another trick I have found that works for me is to encourage the customer to help in choosing the frame. I have had several occasions that a customer has pulled a frame sample off the wall and I remember thinking "That is never going to work". Much to my surprise sometimes it is perfect, and the next time I have a similar piece of art I have a better place to start.

By Bob Holcomb



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

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July Featured Sponsor

Frank's Fabrics for Framers

Frank Chavez has been supplying professional picture framers with fabrics since 1976. Considered by many to be an authority on the use of fabric in custom picture framing, he has conducted numerous seminars and workshops, and counseled hundreds of framers in this field.

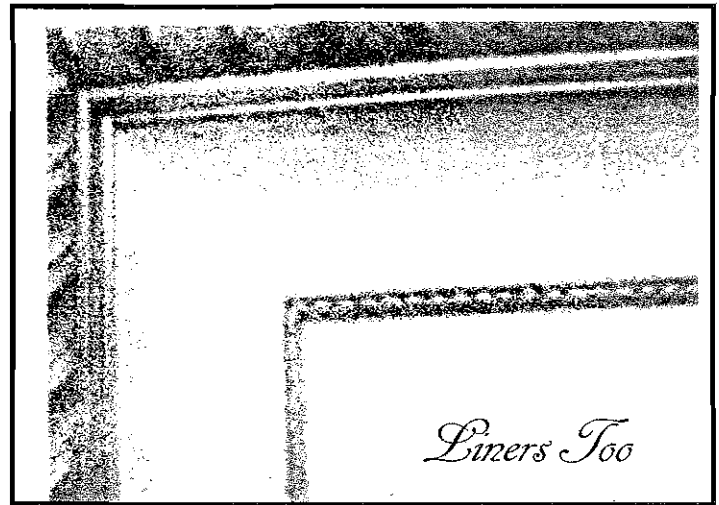
Speaking of today's business climate, Frank says, "It's no secret that customer service plays a major and critical role. To stay in business we have to maintain clear and frequent contact with our customers. ---And it helps to enjoy what you do for a living. I certainly enjoy what I do because it's a total 'win-win' situation. I know that when framers use my product, they win because they create a more appealing finished product, they get more satisfaction from their work, their reputation as a quality picture framer is enhanced, and they make more money. Additionally their clients win too, because the item they had framed is much more beautiful - more enjoyable to look at. And that, after all, is the reason they came to you in the first place!"

First, we need to realize that there are lots of different types of Fabric. According to Webster's Dictionary, Fabric is defined as "woven material". Well, chain link fencing is "woven material", but it's hardly appropriate for picture frames. And there are many other "fabrics" that cannot be used effectively in our industry, so I'll narrow the list down.

For use in custom picture framing, fabric needs to display certain characteristics. The first requirements that come to mind are color and texture. The most popular colors in our industry, as you probably know, are white, off-white, natural (soft brown shades), and black. These neutral colors lend themselves to most framed pieces because they do not detract from the art. Art, however, sometimes demands the use of color in the mat, and for this reason we make hundreds of colors available.

What can I write about that will be worth reading for most, if not all, of the Professional Picture Framers on the mailing list

When I was asked to contribute an article to this newsletter, I had to ask myself this question: What can I write about that will be worth reading for most, if not all, of the professional picture framers on the mailing list? In view of the fact that for 25 years, I've been in the business of selling fabric to custom picture framers, I decided to write about fabric.

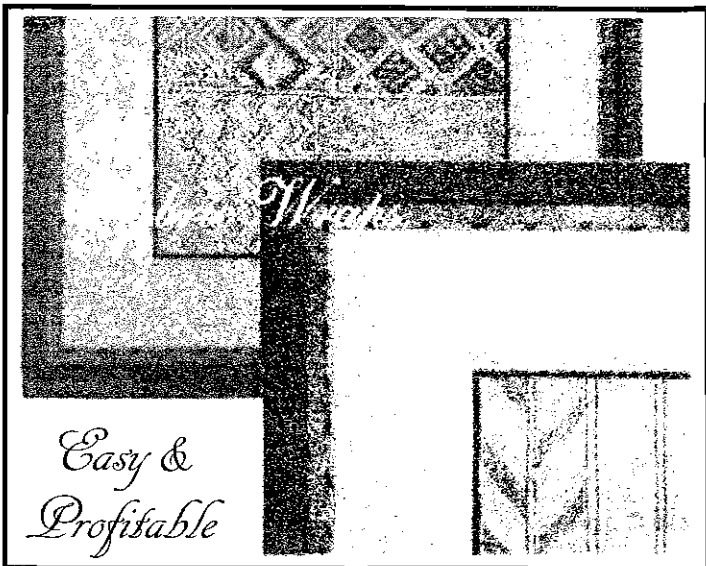


The width of the fabric is important too. One of the many reasons for the popularity of fabric wraps is the ability to make very large oversize mats in hundreds of colors. Most fabrics are 44" to 58" wide, and some linens are available in 72" and 94" widths.

Another feature to consider is workability. Some fabrics simply won't lend themselves to the work we do in Picture Framing. They're too heavy to wrap with, or too stretchy, or the weave is too open. Other fabrics are treated with stain retardant that can resist adhesion. Then there are fabrics that react to adhesive by shrinking and bubbling, making them unusable.

It's also important to select fabrics that will be available for at least several years. Most fabrics are seasonal, and available only for a short period of time, sometimes only months. This can be problematic when you need to duplicate an earlier piece, and the fabric is no longer on the market.

Interestingly enough, price considerations are last. Some of the most popular fabrics in our industry are Silks



Frank's Fabrics continued

and Ultra Suede. These are among the most expensive fabrics, but the cost does not deter framers from using them --- Probably because they're so beautiful.

There are four compelling reasons you should offer Fabric Wraps:

1. **Most professional picture framers do not offer Fabric Wraps.** This means, of course, that if you decide to do so, you will instantly have something 90-plus percent of your competition does not. (That statistic is startling, but true. *Fewer than 10% of the professional picture framers in the United States - indeed, in the world - offer Fabric Wraps as an option. Unfortunately, the vast majority of picture framers are intimidated by what appears to be a very difficult, expensive, time-consuming process. Of course, Fabric Wrapping is nothing of the sort. It is Easy and Inexpensive. Many Framers are also convinced that their customers and potential customers cannot afford Fabric Wraps. That, of course, is disastrous thinking. The only thing you can assume about your customers is that they have something they want framed.*)

Remember that the perceived value of custom-wrapped mats and liners is such that you will enjoy increased Profits as well as enhanced creativity.

2. **Fabric is Beautiful**, and its use in any frame design results in a more appealing finished product. Think about this: *Every person who enters your door has only one thing in common with every other person that walks in. That one thing is this: They have something they want framed, and they want it to be framed beautifully. Yes, they'd like a good price, but first it has to look good.* The use of Fabric does exactly that.

3. **Fabric Wrapping is very easy to do.** *Contrary to popular belief, wrapping mats and liners with fabric is very, very easy. It's actually easier to learn how to wrap mats and liners with fabric than to learn to use a mat cutter. And every picture framer knows how to use a mat cutter! With the adhesive available through Frank's Fabrics, and the technique for its application developed by Frank Chavez, any framer can master this craft in a very short period of time.*

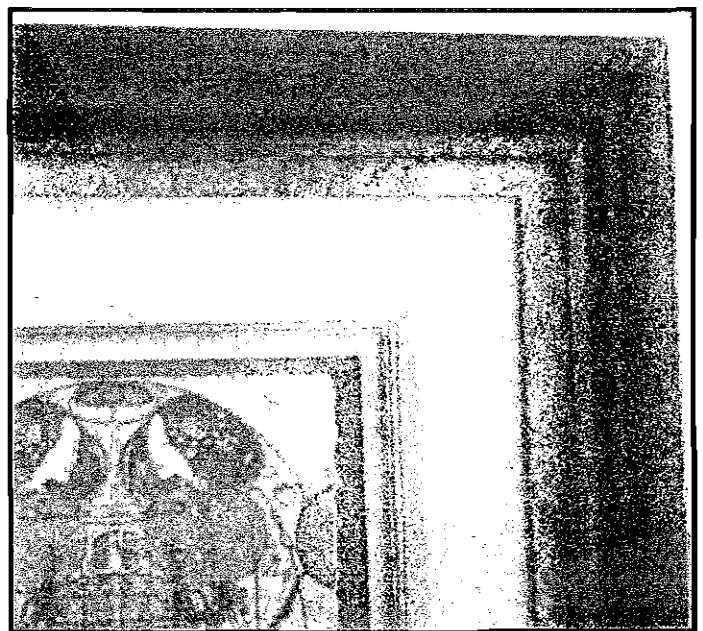
4. **Fabric Wraps are very Profitable.** *The perceived value of any hand-wrapped item is such that you can charge very handsome prices for the work. Nothing speaks "custom" more than a mat, a liner, or a*

mat-and-liner combination that has been wrapped with a beautiful Silk or Linen or Suede. And the fact is, Fabric is not expensive. The most popular Fabrics in our Industry will cost you between \$8 and \$15 per yard. And at Frank's Fabrics, you don't even have to buy a whole yard! The mat you wrap can come out of the scrap bin in many instances. As long as the scrap is big enough, you can wrap it with Fabric and turn that dead inventory into profitable dollars. Even if you use a new matboard, you can turn \$20 of Fabric and Matboard into \$80 or more.

Best of all, You don't need a lot of Time, money or effort to get started. Call us, We can help!

At Frank's Fabrics, we carry more than 500 colors of fabrics, all selected and tested specifically for use in the Picture Framing Industry. We also carry dozens of liner profiles available in length or chop, primed, ready to wrap, or wrapped to your custom specifications. Custom-wrapped mats, too, are available through our services. We offer everything you need: Adhesives, Instructional Materials, Suggested Retail Pricing, Sales Tips and Design Ideas.

To find out more about the products and services offered by *Frank's Fabrics for Framers*, simply call (888) 332-2749 or FAX (818) 908-3705. Ask for Frank. Our rep in the Pacific NorthWest is Bob Batie of *Batie Associates*, (425) 349-3240.



HELPFUL HINTS

How to get help.

Did you know that the PPFA Help line is now available to all members of the art and framing community? To ask for technical guidance or assistance with a special problem, you may wish to contact Diane Day, CFP, via e-mail at helpline@ppfa.com or by phone at (888) 542-4844. She has resources available to her that are beyond the scope of our local organization. Give her a try the next time you are stumped.



Glass Display Sample

Have a display sample showing the different types of glass available to the customer. This makes it much easier for the customer to distinguish the differences between the types of glass. When viewed side by side, the glass effects are much easier to compare than if they were on separate pieces of art hanging near each other.

This type of display helps to show your clients that you have several options available and helps you to up-sell the designs for your clients.



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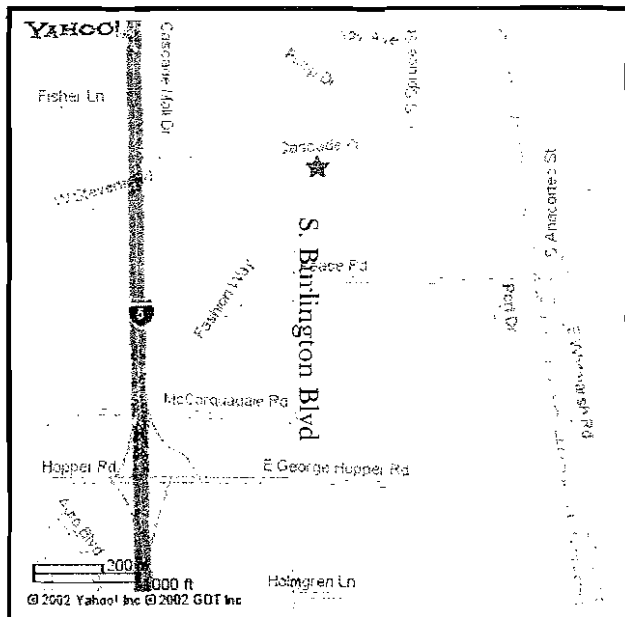
Joe Garitone

800-223-0307 ext.455
Metro Seattle

Pam Pare

800-223-0307 ext.454
S.W. Washington

LARSON - JUHL



July Meeting Place

2002	
JULY 16 William Bounds Gallery in Burlington	AUGUST 13 Board Meeting LPN Architects Mercer Island
SEPTEMBER 10 Firdale Gallery in Edmonds	OCTOBER 8 Board Meeting

<p>William Bounds Gallery 160 Cascade Place Suite 103 Burlington, WA 360-404-2002 william@williambounds.com Starts at 7:30 p.m.</p>	<p>From Seattle Take I-5 North to the George Hopper Road Exit. Make a Right onto George Hopper Road. Go to S. Burlington Blvd. and make a Left. Go to Cascade Place (By Schuck's Auto) and make a right. William Bounds Gallery is on the right.</p>
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Paul Knoop, CPF
 1054 Berkeley Ave.
 Fircrest, WA 98466



See page two for address changes.

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