



EPFG

**OCTOBER 2002**

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## *Evergreen Picture Framer's Guild*

*Next Board Meeting*

*Tuesday, October 15th*

*@ Lake City Picture Framing*

*Next General Meeting*

*Tuesday, November 12th*

*Jayeness Moulding, Seattle*

## IT'S OFFICIAL MOLLY BOONE, PRESIDENT!

Well, I'm sure many of you were beginning to think that the newsletter had somehow not made it to your door this month. It's here and it's late and it's great, I hope! There were several items delaying the newsletter this month. Apologies to those of you "chomping at the bit".

At our September meeting, Molly Boone our Acting President decided she would take on the official role of president. It was voted on and seconded. **It's official, we have a President.** Thanks Molly for taking on this job you never expected to have. We will all do our best to support you in every possible way.

We had a great time at the meeting in Edmonds at Firdale Gallery. John Ferens gave us many useful ideas on how we can all have a little more peace when dealing with our computers and the Internet. Thanks to Dick and Kay for hosting and to John for Teaching.

We had our first "Ever Green Jackpot" drawing. We didn't have a winner, but maybe next time. The name drawn at the meeting was Jodi Norton of Frame Design NorthWest. Since we didn't have a winner, the jackpot will grow for our meeting in November. I'm sure you won't want to miss out!

Speaking of the November Meeting. Get ready for a great time. The meeting is being hosted by Jayeness Moulding in Seattle. Brian Wolf of Wizard Intl. has volunteered to educate us at the meeting. I think he knows a thing or two about cutting mats (that's the rumor anyway). Should be great!

There is information about the upcoming **CPFG Trade Show Sunday October 20th.** Look on pages five and six.

The board meeting has been changed to the 15th of October, and will be held at Lake City Picture Framing. Members Welcome!

*October 2002 Issue*

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## Our President's Pen

by Molly Boone, EPFG President

Well, it's really Autumn now! I love the Fall. My favorite colors are out this time of year. Unfortunately, the commercialization of Christmas has made this season of russets, olives, mustards and sienna much too short lived, so I try to revel in them as much as possible while I can.

Work has picked up a bit early for the busy holiday season. At least for me. I hope business is booming (or at least banging) for you as well.

I'm beginning the task that many of you will be tackling this month, if you haven't already. Training a new employee! I'm actually very, very happy about this. Unfortunately, with the economy being what it's been we waited maybe a bit too long, and now I'm so busy -- I'm DESPERATE! We were almost ready to hire the first person that walked in with *any* experience. But, took a deep breath and decided to interview a few more people. Our last applicant that we interviewed was the most experienced, and after my manager's nod, I proceeded to "test" him in the frame shop.

I have a little piece that I pulled out for every applicant in the running. I ask them to design one or two options choosing from all the mats, fillets and frames. Then, the clincher; with a little explanation of how I like my order forms filled out, I ask them to write it up. I know that this really needs a training session (or two, or three) but I just want to see where common sense prevails. What do you *know* that a framer will need to be able to complete this job as you've designed it? This applicant not only gave me what I needed to do the job, but then asked me questions about the other parts of the order from that don't always seem to be necessary...like "value of artwork", "signature of customer", "name, address, home & work phone #'s". "Do you want this?" He asked. Do you know how many times I've had to remind my past employees to fill out the ENTIRE order form? Too many times!!

I know that finding the perfect employee is hard--but we keep hoping! Eternally optimistic is what I will eternally be!! I hope I've found one--at least for now!

Do any of you have any "hiring" stories? On one side or the other? Tips as an interviewer OR an interviewee? How do you make sure you've got a keeper? Or a sleeper? Share with us! Even "one-liners" can help us fill our newsletter and maybe help some of us add a new twist to our interviewing technique. What's your secret? Send it to Bob at [exafixer@yahoo.com](mailto:exafixer@yahoo.com).

I must say something about last month's meeting! It was really awesome! Thank you so much to Dick and Kay at Firdale Gallery in Edmonds, for their wonderful hospitality and really great spread of food. Your shop is really beautiful! And thank you, also, to John Ferens for teaching us how to keep our computers bug and spam free (*not* the canned meat). I can't believe how much information and help is out there if we just know where to go! Thanks, John! For those of you that didn't get there, You missed out!! Don't miss out again in November!

Now on to an exciting November meeting! I'm very excited to announce one of our newest members of the EPFG as our next presenter at the meeting on November 12th. Brian Wolf will be demonstrating "Quick & Easy Decoration Tips". He says: "*The holidays are upon us. No one has time to learn anything too complicated and here are some ideas to add to your arsenal. If you know some of them already, there will be a new twist or a tip that will make it part of your everyday work.*"

*Mat decoration WILL add to your bottom line and to your reputation--Don't pass up this opportunity to make it a little easier!"*

I don't know about you--but I can always use a booster shot to my creativity (not to mention my bottom line). Especially when it's easy!

Come join us! At Jayeness Moulding on November 12th and get your creative booster shot and a shot of Holiday Cheer!

Don't forget, you could have your name drawn in the "Ever Green Jackpot"! I know it's a little early, but it's the perfect name for the holiday season! Don't cha think?

See you all soon!

Molly

## *Review of our September Meeting* Sanity for E-mails, Spam, Viruses and More

The speaker for September's meeting was John M. Ferens, CPF.

An EPFG Chapter member since the 70's, John has been a picture framer and has also taught scores of workshops in the industry on a variety of topics including seminars for PPFA.

John's topic, "Sanity for E-mail, Spam, Viruses and More" focused on helping bring understanding and control to this new-millennium stress.

We learned how to prepare our computer. John recommended that we all get the software upgrades and patches when they become available. This helps to protect from known problems as soon as there is a fix available. Viruses take advantage of lower versions of Operating Software.

Next we learned that less is better. Microsoft sends out its programs with everything activated. It is wise to deactivate items you don't use, printer sharing or port sharing etc. This is all reversible too.

Next we looked into personal firewalls. John recommends using Zone Alarm. This is a free software that is very simple to install. Go to [www.zonelabs.com](http://www.zonelabs.com). We also learned that some Internet Servers have blocks built in to stop pop-ups. We also found out that cookies are a legitimate and useful thing. Some are for spyware it depends on how they are used or set up.



Next we learned about protecting our computers from viruses. John recommended programs like Norton Anti-Virus. He also recommended keeping up to date with the Anti-Virus updates as well. Norton usually has a fix for a virus within a week. John also recommended listening to the news for new viruses as well.

*It's important to keep up-to-date  
with software upgrades especially  
Virus protection programs.*

John then moved on to discuss the benefits of having your own domain name. There are no downsides other than the nominal cost to keep the name. He mentioned that with a domain name you have more options for e-mail addresses as well as not being locked in to one provider thus losing your e-mail address if you change providers. He talked about the problems regarding e-mail addresses and some Internet service providers. Not all have ways to view e-mail without using their services. John recommended where we could go to get our business ISP. He suggested using Earthlink, nwlink.com and usnet.net. He gave us an address that is a way to

*Continued on page 7*

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# 2002 CPFPG Trade Show

by Steven Kershaw

Here is the latest and greatest on the 2002 CPFPG Tradeshow! To date we have filled 34 of 40 spaces with a few wild cards still in the works. Most of the "Usual Suspects" will be there including Larson-Juhl, Jayeness, Omega Moulding, Max Moulding, Studio Moulding, Designer Moulding, MFA, Nurre Caxton, Crescent, Nielson Bainbridge to name a few. Newcomers this year, Tracy Chop the phoenix rising from the ashes of Victor, Arakawa Hanging systems, Island Arts and back by popular demand is Linda of Great Weights! Every vendor will

*Every Vendor will have a door prize and most will have "Show Specials".*

have a door prize and most if not all will have "Show Specials". The Keynote speaker this year will be Leonard DuBoff, an attorney specializing in copyright/trademark law for the artist industry, as well as being well versed in the understanding of legal business entities and how to use them to your financial advantage.

Admission to the show is FREE to CPFPG members, just \$5.00 to members of EPFG or our neighbors from the Rocky Mountain Chapter of the PPEA. If you're not in one of these categories it will be \$25.00 to enter.

There will be a framing competition, but by the time you're reading this you're not likely to be entering the competition. BUT! There is also an "OPEN" non-judged show and ALL attendees are invited to bring ONE of their favorite pieces to "share and show".

The Education Program this year is dramatically changed from years past Due to circumstances beyond our control, we will be

offering only one class this year. As many of you know, this is not the norm. Unfortunately, we will have to deal with the circumstances as they are. Fortunately for us, Brian Wolf has graciously agreed to offer an **Advanced Mat Cutting Class**. (His Favorite!) Those of the CPFPG that made it to the September meeting were treated to a sample of what he will offer in this three hour class that will be held on **SUNDAY from 2:30 to 5:30**. Normally this is a

*Brian Wolf has graciously agreed to offer an Advanced Mat Cutting Class.*

\$75.00 plus class, but Brian has agreed to keep the price to just **\$50.00**. Ending just in time to get a quick break and then attend the banquet.

**Registration for the class is limited to 20 so best get your registration in NOW because the one and ONLY class to be offered this year will probably fill up fast.**

THE BANQUET!! Yes for a mere \$35.00 you can attend this engaging opportunity to "network with industry friends and associates" and a number of the door prizes will be reserved for the banquet attendees.

*Continued on the next page*

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# CPFG Tradeshow

Menu choices this year will be:

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OR

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**SIGN UP FOR BOTH THE CLASS AND THE BANQUET AND TAKE \$10.00 OFF!**

To sign up for the Class, the Banquet or both call:

**Steven Kershaw at 503-842-4825 or E-mail [stevendidit@oregoncoast.com](mailto:stevendidit@oregoncoast.com)**

This year the Trade Show is being held on Sunday October 20th.

The location for the trade show is the Embassy Suites Portland Airport, in Portland Oregon. Hope to see you there.

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# LARSON · JUHL

**September Meeting**  
*Continued*

check our e-mail; [mail2web.com](mailto:mail2web.com).

As for e-mails, John recommended that we disable the preview function on our e-mails. Even with preview you could get a virus.

Next John spoke of SPAM. He informed us about programs available that help block known SPAM. One website John mentioned was [mailwasher.com](http://mailwasher.com). John mentioned that SPAM is not totally avoidable. There are a lot of ways to lessen its impact though.



Another website I have just been shown is [www.ask.com](http://www.ask.com). This is a website that helps to answer those questions that you don't know where to go to get an answer.

Overall, the meeting was well attended and thanks to Dick and Kay we had a great place to have the meeting. Not to mention great food as well.

Thanks to John Ferens for providing this information in a helpful and informative way.



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*Fine Art Care and Treatment Standards* by Paul Knoop

OK, what is FACTS, and what will it do for me, as a picture framer? Hopefully, this article will peak your interest and encourage you to find out more, and then support the organization and it's underlying concept.

First, FACTS is a non-profit organization, formed and staffed by individuals in the picture framing industry, for the benefit of the industry as a whole. It's purpose is to develop and publish terms, definitions, standards of manufacture and methods of accomplishing the tasks associated with handling/framing works of art. The overall goal is to frame (handle, preserve, conserve) each piece of art we have entrusted to us in a manner appropriate to its real or perceived value.

Second, FACTS committees, made up of framers and industry representatives, have written numerous documents covering accepted definitions, terms, methods of doing framing tasks and standards. All of these are available to you by visiting the FACTS web site at [www.artfacts.org](http://www.artfacts.org). They can be reviewed online or downloaded and printed for your reference and incorporation into shop operating procedures, employee manuals, training programs, customer information etc. Please visit the site and see what has been done to date.

Third, volunteers, funded in part by memberships and in part by industry contributions, did the work to date. These volunteers have become burned out, the funding has fallen short of that needed and no new publications have

appeared since 2000. Beginning in May of this year, there was a meeting of interested parties hosted by Jay Goltz in Chicago to restart FACTS. Greg Fremstad, of FrameTek, of Portland, OR in conjunction with others, most notably Nona Powers CPG, GCF on behalf of Nielsen Bainbridge, are two of the primary drivers of this resurgence of FACTS. At the Decor convention in Atlanta last month, a working meeting of interested parties agreed that FACTS should continue, and many

Industry representatives agreed to provide funds which, along with framer contributions (memberships), will allow the efforts to continue, both updating existing publications in light of new technologies and materials, and research into preparing new documents.

**Watch for Part Two next Month**

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It was in June of 1968 that Bernard Portnoy, shop teacher, framed an antique Christmas card for his school's principal. She was both surprised and delighted with the handmade gift and suggested that Bernard might be able to sell such items. With summer recess ahead of him, Bernard decided to take her advice and embark on a business adventure. He went to a local wholesaler and bought various "closeout" short lengths of moulding that were not really useful for custom framing as they were wide, but not much longer than 12" or 14". However, after looking at his purchase when he got home, Bernard realized that the mouldings would look overwhelming on small prints, but if they were cut down even further into interesting shapes they might make really charming mirrors. For the next five weeks he toiled in his basement to craft the wares he would offer at weekend flea markets.

*"If you can bring them to my office, perhaps we could put an order together."*

During the last flea market before school was to resume, a special customer saw the collection of 35 designs that had sprung from Bernard's basement workshop. "I think I could sell these," she said. "If you can bring them to my office perhaps we could put an order together." Her card indicated that she was the gift buyer for Altman's department stores. Just 10 days after she delivered the 18 styles she had bought for test marketing, he received a call from her assistant who gave Bernard a \$3,000 order. Borrowing money from his uncle he bought the necessary materials and filled the order on time. He then thanked his principal for her inspiration and tendered his resignation to take effect at her earliest convenience.

Taking the name of his first company from the products that offered him a chance to enter the world of commerce, he called his new venture Reflective Creations Ltd. The business flourished, and after dedicating a year and a half to studying moulding designs and their historical origins, he compiled a group of 150 styles and offered them as a wholesale chop and join service in the New York, New Jersey and Connecticut areas.

Within two years the original design line and the business had grown substantially. The only impediment to Bernard's continued expansion was that he was using more moulding footage than the local suppliers could

make available to him while still satisfying their other customers. Realizing that there was a need for a moulding supplier that would cater to small wholesale manufacturers like himself, he found investors and created the Omega Moulding Company. In order to find a niche for himself he determined that buying volume quantities would enable him to offer the most competitive prices in the market at that time. The business plan worked and Omega Moulding soon became a factor on a national scale.

Five years later, stemming from another unfilled market need, a laminating division was formed that supplied Laqa Mica, a product still manufactured by Omega at its Commack, N. Y., Facility and various other laminate wraps to the picture framing trade.

Today, Omega Moulding Company employs over 100 workers and sells its ever expanding product line nationally as well as overseas. It has a complete line of over 1,600 styles of imported and domestic moulding in gold leaf, stained wood, natural hardwood, metal, compo embossed and mica laminated finishes. In addition, Omega offers chop service and has applied the same competitive pricing structure to the company's newest venture, its own line of quality mats.

Bernard, his daughter Anastasia and her husband David Merzin, the executive vice presidents of the company, continue to bring the newest fashions and trends to the market by working closely with their vendors and listening to their customers' feedback and requests. They feel that the most significant factor in Omega's fantastic growth has been their unique ability to bring the newest, most innovative, high quality product to the market at great prices without compromising service.

*Starting in 2000 Omega opened it's first of two satellite warehouses.*

Starting in 2000 Omega opened its first of two satellite warehouses in Los Angeles to be followed the next year by Memphis. Both have proven to get on-line faster than expected and have greatly expanded market penetration. This was followed by a new 2nd day chop delivery program and just last week a new catalog. Next on the agenda is a new warehouse in N. Y. pulling all the New York divisions into one building.

For information on Omega Moulding contact your local sales rep. Rick Gorman at 503-781-2626 cell.

# HELPFUL HINTS

I recently had a customer bring in an engraved plate that was mounted slightly crooked on a wooden plaque. She wanted to frame the plaque, but was unhappy with the engraved plate being askew. She asked if I could straighten it. Of course! I had heard that trophy and engraving companies use dental floss to carefully cut the adhesive bond between the engraved plate and the plaque when they need to remove them. I tried this, and the dental floss frayed and broke. The engraved plate remained firmly attached. Then I tried fishing line, carefully pulling it back and forth behind the engraved plate in a sawing motion. It worked wonderfully, Now I am so entranced with what fishing line can do that I am trying it on all kinds of things that are stuck or glued together!

by Terry Scidmore

## Famous Quote

*"Every child is an artist.  
The problem is how to remain  
an artist after growing up."*

Pablo Picasso



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# PACIFIC

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## Classified Ads

### **Antique Print Shop - or - Inventory For Sale**

Extensive collection of Antique Prints, Maps and Ephemera  
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**Two 3' x 6' Heavy Duty work tables with riser \$50 each,**  
like new, can be used with or without riser. Steel Riser and legs  
have outlets in them (total of 8 outlets ea. Table). **Call Bob  
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**For Sale: VacuSeal 4468H Hot/Cold Press, Fletcher V-  
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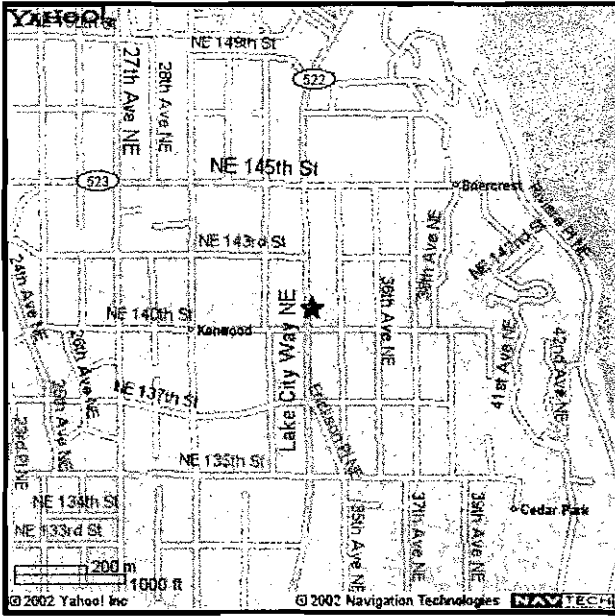
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<b>OCTOBER 15</b>	<b>NOVEMBER 12</b>
Board Meeting Lake City Picture Framing	Jayeness Moulding in Seattle
<b>DECEMBER</b>	<b>JANUARY 14 2003</b>
No Meeting Happy Holidays	General Meeting

*November Meeting Place*  
*Jayness*  
**Lake City Picture Framing**  
**14028 Lake City Way NE**  
**Seattle, Washington 98125**  
**206-363-2100**

**Starts at 7:00 p.m.**

*Taking the I-5 Freeway*  
*Going South on I-5 take the NE 145th St./WA-523/5th Ave. NE exit, EXIT # 175. Make a Left on 145th St. And then a Right onto Lake City Way NE. Go about two-tenths of a mile.*

*Going North on I-5 take the WA-522 Exit towards Lake City Way/Bothell, EXIT # 171. Continue on Lake City Way for 3.7 miles.*

*Lake City Picture Framing is on the East Side of the street.*

Paul Knoop, CPF  
 1054 Berkeley Ave.  
 Fircrest, WA 98466



See page two for address changes.

**ATTENTION: FRAME SHOP**