



EPFG

JANUARY 2003

Free to EPFG Members
\$1.25 for nonmembers.

**Serving Washington
& Alaska**

Evergreen Picture Framer's Guild

Next General Meeting

Tuesday January 14th

The Picture Show, Issaquah

Next Board Meeting

Tuesday February 7th

Lake City Picture Framing

HAPPY NEW YEAR A TIME FOR NEW BEGINNINGS!

I hope you all had a wonderful Holiday Season. It's time to start a new year and hopefully get things off to a great start. We all know the custom of making New Year's resolutions. It usually includes something about diet. Why not make a resolution this year to do what you can to improve your business' profitability. A good way to do that is to attend the EPFG meetings and learn from what others are doing. There is also the Annual Education Festival which will be here before we know it. There are lots of great classes to choose from and lots of new experiences to be had.

The framing competition will be different this year. If you've been reading the newsletter, you know that this is our Tenth Anniversary for putting on the Education Festival. As a part of that celebration we have chosen the theme of "TEN" for our Framing Competition this year.

You won't want to miss the General Meeting in January. Kiyoshi Toda will be giving out tips on how to "Find Space" in your Frame Shop. A great way to get organized for the new year.

There is also the possibility that your name will be drawn for the **Ever Green Jackpot**. You must be present to win. If there is no winner at this meeting the jackpot will grow by \$25 for the next meeting.

Inside this issue of the newsletter you will find the Framing Competition Judging Criteria and the Form for your description of how you framed your item and what you used.

Once again, Terry Scidmore has offered some great ideas for subject matter for the framing competition. I hope many of you will take the opportunity to show us your framing talents while inspiring others in the organization to be more creative framers too.

January 2003 Issue

What's Inside

Contact Information

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<p>Change of Address</p> <p>Paul Knoop 1054 Berkeley Ave. Fircrest, WA 98466 253-279-2598 e-mail: pknoop@earthlink.net</p>	<p>Classified Ads</p> <p>Free for EPFG Members, \$15 for non-members.</p> <p>Display Ad Artwork Digital Artwork is preferred. Submit via e-mail or on disk.</p>
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2002-2003 EPFG Officers

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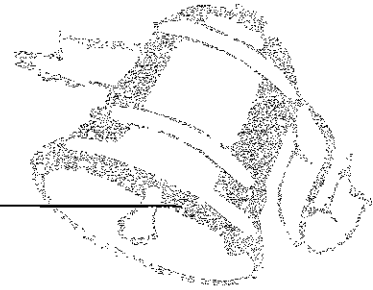
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Our President's Pen

by Molly Boone, EPFG President



HAPPY 2003!

It's amazing! I know you all remember a time in your life when you thought ahead to two thousand- whatever, and couldn't imagine living in a year that started with something other than 19. And now we're in the fourth year of this century! Back in my teens, I thought I'd be OLD in this century. Funny, I don't feel old.

I hope all of you survived the holiday busy season with money in your coffers and your good humor intact. It was a tough year for all of us, but we're still here and we're all planning and plotting and looking forward to doing it again this coming year. After all, this *is* fun - isn't it?

I'd like to welcome a new officer to our board. Alan Yoder was unable to complete his term as secretary of EPFG and resigned in November. Hope Reimer, of Frames by Hope in Stanwood, has been joining us at our board meetings for the last several months. (You are all welcome to join us, too.) She has offered her time and abilities and accepted our request to take over the position of Secretary of EPFG for the remainder of the term (til March 2004). Please join us at our next meeting in Issaquah and take a moment to thank Hope for her generous gift to us of time and experience and enthusiasm!

That's what EPFG is really all about...sharing experiences, and time, and knowledge and enthusiasm! Our next meeting of sharing is just that. Kiyoshi Toda, of Accent on Framing in Sammamish, will be leading a roundtable discussion about how to utilize your space. Whether you have a large space, or a teeny-tiny space (like me), or you think you have a large space because you use your space so effectively, this is the meeting to come to. Kiyoshi has some of the best ideas I've ever seen! He always has a solution for so many problems that we run into in the frame shop, whether it's saving time or saving space.

The meeting will happen at The Picture Show. Deb Jones, the owner, is not yet a member of EPFG, so let's show her what she's been missing.

Bring your favorite ideas, that you are most proud of, when it comes to utilizing space in your shop. And bring your biggest problems -- maybe someone has an idea to solve your space problem. After all, it's all the space we've got -- it's what we do with it that counts. I know my lack of space is an issue all the time. My biggest fight at the art supply store is for more work space -- but, I know that Seattle rent is too high for too much storage and production to take up square footage.

Come join us! We can learn a lot from each other.

See you soon and Happy New Year!

Molly

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January Meeting
Space Saving Techniques

Do you need more space in your store? Then this is the meeting for you! Come to *The Picture Show* in Issaquah and learn how to "Find Space" in your store. Bring your problems and find ways to get more space without spending too much money.

Deb Jones of *The Picture Show* has kindly volunteered to host the January meeting. *The Picture Show* is just down the road from Frame Design NW.

*Bring your problems and
 find ways to get more space without
 spending too much money!*

Kiyoshi Toda of *Accent on Framing* in Issaquah will show you many ways to find space in your store and answer questions about problems that are particular to your needs. Anyone who knows

Kiyoshi, knows that he is the man with the answers for space problems and other creative ideas for setting up your Frame Shop with the best in overall Functionality.

As we are at that time of starting a new year, why not attend this meeting and get some ideas on how you can better organize your shop and attack some of those new year's resolutions.

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LARSON · JUHL

at TEn tion!

(Part III)

In honor of our TEnth anniversary, the EPFG is exTEnDing to you an invitation to TEnDer an award winning design for the auspicious occasion of our annual Framing Competition. As you may have noticed from previous newsletters, the theme of this years competition is "TEn". In this issue of the newsletter, you will find the Framing Competition Description Form and the Judging Criteria. It is TEnable that you read and fill out the Framing Competition Form completely and accurately so that the judges may fully understand and appreciate your inTEnTions when judging your entry. Your descriptions will also be used in our newsletter, so be persisTEnT about filling the form out in detail!

Be persisTEnT about filling the Framing Competition Form out in Detail

Lest I be inatTEnTive to details, please note the following:

- 1) *The maximum size for your entry is 24 inches by 24 inches on the outside measurement of the frame!*
- 2) *No shop labels on the Back!*
- 3) *Fill in the entry form legibly and completely before you bring your entry to the Embassy Suites!*
- 4) *Entries are accepted between 8:00 and 8:30 a.m. Sunday March 23rd.*
- 5) *Entries will be on display to the public from 2:00 to 4:00 p.m.*

Because we need more filler for the newsletter, I am offering you a taste of famous TEnS to wet your appetite! First, of course, we have Bo Derek in the movie "10". Next we have Corrie TEn Boom, who wrote the story "The Hiding Place" about the TEn Boom family and their rescue of Jews during the Nazi occupation of Holland. Then there is James "TEn cent Jimmy" Buchanan, so nicknamed by John Davis because Buchanan was in favor of reducing the wages of American workmen to TEn cents a day. October 24-25, 1844, was the TEnth Day Excitement, so named by the Millerites because the world was to end on that date. The retreat of the TEn thousand was the retreat of the Greek auxiliaries of Cyrus, under Xenophon, in 401-400 BC. My personal favorite is the "TEnnis Ball of Fortune" - Pertinax, the Roman Emperor, was thus named. He was a charcoal peddler, then a school master, a soldier and lastly emperor. Eventually, he was dethroned and murdered and given this nickname.

By Terry Scidmore

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by Helen Kane, CPF

- - - - -Thank You!- - - - -

As we start out this new year, let us remember to thank those who have worked so hard for all of us in the EPFG. I am so glad that I took the opportunity to become more involved with this organization. I worried before about taking on any responsibility with the organization because I thought I would be out on my own. I thought "I'm too new in the framing industry" or "I have way too much to deal with without getting involved with this organization". I now know that the other Board members are there to help and are all willing to do whatever they can to keep the organization going and help it to grow. All of this I have experienced first hand and can fully appreciate what the board members bring and offer to the organization. I also can realize the effort they put forth to keep the organization rolling.

I am very thankful for all the support that I have received from many of the board members, the regular members and the members that are Representatives of our suppliers. There have been many occasions that I have needed help with a project or an idea for doing a project. All I have to do is pick up the phone or send an e-mail.

Before I became aware of the EPFG and what

the organization has to offer, I couldn't imagine that there would be any "real" benefit to becoming a member. Of course, that was then, this is now.

I have avoided many obstacles and costly mistakes by having the opportunity to ask another member how they would handle a situation. I have been amazed at how many times I have been told "I had one of those to frame once and here is how I tackled it".

I have also made many new friends in the organization. Some have shops that are miles away and there would not be other reasons or ways to get to know them if it wasn't for this organization.

I can't imagine what it would be like to not know these people and have them in my life. It is such a joy to attend the meetings and the Education Festival and "Catch Up" with each one.

I have to say that we have quite a selection of characters to choose from and I wouldn't want to replace one of them. Each has a special "gift" and many talents to offer and they offer these willingly.

I hope you all will take the opportunity to attend some of the meetings and get to know your organization and its members better.

by Bob Holcomb



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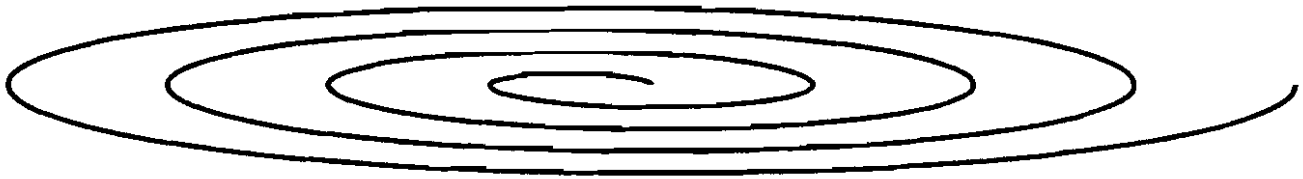

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2003 MEMBERSHIP REGISTRATION FORM

 Yes, I'd like to join the Evergreen Picture Framers's Guild! Dues are \$55.00 per calendar year (March 1 2003-February 28 2004). I'll be able to attend all EPFG meetings at no charge, receive the monthly newsletter for free, be able to check out resource material from the EPFG library and attend any special events such as the EPFG Education Festival in March at a reduced member price. As an option, I can choose to only receive the monthly newsletter for a cost of \$15.00 per year.

Picture Framers's Guild Dues \$55.00 Newsletter only \$15.00

Gallery/Shop Name: _____

Address: _____

City: _____ State: _____ ZIP+4: _____

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Web Site http: _____ Contact Person(s): _____

Please make your check payable to EPFG and mail your check with this form to: Lynn Clark, EPFG Treasurer,
 c/o Lake City Picture Framing, 14028 Lake City Way NE Seattle, WA 98125
 Questions? Contact Molly Boone, EPFG President (206) 625-0711 or e-mail: mollycpf@aol.com
 Or contact Hope Reimer, EPFG Secretary (360) 629-3181 or e-mail reimer@camano.net

Framing Competition Description Form

Complete this form and submit it with your entry

The information on this form **WILL** be used in judging your framed piece.

Be as descriptive as you can. The better the description of what you are trying to convey and how you achieved it, the better for your judges to evaluate your work.

*Use additional Paper
as necessary*
(Please print)

**DO NOT PUT ANY NAMES OR STORE
INFORMATION ON THIS FORM
OR ON THE FRAMED PIECE**

Entry # _____

A NUMBER WILL BE ASSIGNED WHEN THE PIECE IS TURNED IN

Conservation Framed _____ or Non Conservation _____

OBJECTIVE: (A brief statement in support of your design concept)

MATERIALS: (Use generic terms where possible)

EQUIPMENT: (Did you use any special equipment? If so how?)

TECHNIQUE: (Briefly state techniques used, including description of mounting, mat cutting, special support systems, fitting, etc.)

Spring Festival Framing Competition
JUDGING CRITERIA

DO NOT PUT ANY PERSONAL OR STORE IDENTIFICATION ON THE FRAMED PIECE

OVERALL IMPRESSIONS

1. Is there strong visual impact?
Framing should not overwhelm or distract from its purpose.
2. Is the piece pleasing to the eye?
The piece should inspire you and attract your visual attention.
3. Are there unusual combinations or components appropriately used as a creative design?

DESIGN AND CREATIVE ELEMENTS

4. Are the colors in harmony to best enhance the subject matter?
The colors used for mat(s), liner, fillet or moulding should enhance and/or complement the framed subject matter.
5. Do the textures (rough/smooth - fine/course) of the mat(s), moulding, etc. go well with each other and with the art?
6. Do the design and shape fit the subject?
7. Is the framing scale proportionate to the art?
8. Is it a well-balanced presentation, using space to enhance the art?
9. Does the design provide a smooth transition from element to element?
10. Is the period/style of the framing compatible and consistent with the time period (era-circa) of the framed subject matter?
11. Do the creative elements and materials all work together to enhance and/or complement the framed subject matter without distraction?

TECHNIQUE

12. Was the design difficult to execute?
13. Are the materials of the appropriate conservation quality for the art/item?
14. Were a variety of techniques used in the creation of this design?
15. Is the execution of each technique/component done perfectly?
Overcuts in the mats, loose fabric wrap or wavy grain in fabrics, liners clean and filets fitted properly. Also, observe any special mountings, decorative additions and pattern matching of the frame, fillet and liner.

FINISHING

16. Is the glazing clean and free of imperfection?
17. Is the piece, when viewed/displayed from all angles, finished properly with consideration given to dimension and depth?
Such as: Excessive extensions from the back of the frame, interior frame sides/spacers finished if visible, etc.
18. Are all the details finished to the utmost quality?
19. Is the backing proper and complete for the design of the piece?

DO NOT PUT ANY PERSONAL OR STORE IDENTIFICATION ON THE FRAMED PIECE

HELPFUL HINTS

BUILD YOUR LIST

A customer list should of course include your current and not-so-current customers along with many potential customers. Where to find potential customers? Use the city directory at the public library (it may be online). New home purchases are often listed in the newspaper or online. Trade (or combine mailings) with a shop that has a similar trade base, such as men's and women's clothing, florists, photographers, bridal shops, restaurants and jewelry stores.

Join groups and organizations to add members to your list. Add patrons of any civic or cultural organization. List brokers (listed in the yellow pages) earn their living selling zip code lists with names and addresses.

Anyone with any interest whatsoever is on my customer list and stays there until they die, move out of the country or tell me to stop.

Famous Quote

"You can dream, create, design and build the most wonderful place in the world...but it requires people to make the dream a reality."

WALT DISNEY



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Sunday, March 23

10th Annual EPFG Education Festival

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Enclosed you will find the schedule for our 10th Annual EPFG Education Festival. We have planned a wide variety of seminars for your benefit, most of which 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 day's activities will include an Awards Luncheon and a Social Hour at the close of the classes.

Highlights

Creative Mat Cutting and Decoration,
Object Boxes, Framing Review, Conservation Hinging,
Faux Etching for Glass Decoration,
Print Competition, and More!!

Check the detailed schedule inside, and you will notice many familiar names as well as guest instructors we have selected for their special talents. For two 3-hour Advanced level seminars, we are pleased to have Brian Wolf, CPF, GCF courtesy of Wizard International. Please see the class syllabus for specifics. In addition, we are providing two more 3-hour Basic/Intermediate level classes, taught by Grant Smith, CPF, who has been one of our primary instructors for several past festivals. Both of these gentlemen are very highly regarded educators, and we are fortunate to have them available in our area. Also, four short seminars of 90 minutes each are available for you to choose from.

Most other instructors are familiar names and faces to you, and each has volunteered to bring their special talents for our benefit. Please review 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 17. Take note of the special discount for early registration (prior to March 7), so check the Registration Form inside for details.

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. Soup d-Jour included also.

Includes Coffee, Iced Tea and Dessert Selections

Schedule Of Events

Sunday
March 23, 2003

8:00 AM-8:30 AM
Class Registration; Print turn in
(see Insert)

8:30 AM-11:30 AM
Morning Classes
(Page 2)

11:30 AM-1:30 PM
Luncheon

1:30 PM-4:30 PM
Afternoon 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:

Molly Boone, CPF Pres
206 625-0711 x107
Mollycpf@aol.com

Hope Reimer Secy
360 629-3181
reimer@camano.net

Lynn Clark Treasurer
206 363-2100
lynn.clark@attbi.com

Paul Knoop, CPF
253 279-2598
pknoop@earthlink.net



8 am

Registration and turn in of competition prints.

Coffee and muffins provided in the registration area.

:30

Basic/Intermediate Level Framing Seminar

Object Box Framing (Hands on)

This session will present various methods of creating depth for objects commonly framed. Attendees will construct a quick fold shadow box from mats, foam board and double sided tape that will be strong enough to stand on. Various methods of mounting objects will be covered with a focus on items of clothing. Questions and answers and sharing is encouraged.

*Grant Smith, CPF
Canadian Picture Framers School
Pimlico Room*

Advanced Level Mini-Class Faux Etching on Glass

If you have difficulty handling the etching creams or dust from sandblasting, then this is the class for you. Create the look of etched glass by using your heat press combined with basic French matting techniques. This is a great way to improve the look of your framing. Also, come and see other easy to do glass matting ideas using your press.

*Kioshi Toda, CPF
Accent on Framing
DelMar Room*

Advanced Level Framing Seminar

Mat Decoration Using panels (Hands on)

Details available in
The February
Newsletter

9 am

:30

10 am

:30

11 am

:30

General Level Mini-Class Sanity for E-mail, Spam, Viruses & Pests

The growth of the Internet and the use of email have changed the lives of many of us. Mailboxes bulging with Spam, viruses, and other computer pests and threats attacking our machines are driving us insane. Learn how to understand and control this newest stress.

*John Ferens, CPF
Ferensoft
Santa Anita Room*

*Brian Wolf, CPF
Wizard International
Belmont Room*

12 pm

Luncheon and Awards; Sponsor recognition

Longacres Ballroom, hosted by the EPFG Board and our generous sponsors

:30

Register for all classes using the Registration Insert
and return with payment NLT March 17 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) 279-2598



Luncheon and Awards; Sponsor recognition

Longacres Ballroom, hosted by the EPFG Board and our generous sponsors

Basic/Intermediate Level Framing Seminar

How to frame it- CORRECTLY

This session will go over a number of techniques and procedures designed to reduce errors when framing a piece of art. From the design table to the wall. Questions and answers, and sharing is encouraged.

*Grant Smith, CPF
Canadian Picture Framers School
Pimlico Room*

Basic Level Mini-Class

Wheat Paste & Rice Paper Hinges (Hands on)

Fundamental to all Conservation Mounting, the preparation of starch paste and paper hinges is one of the basic skills needed by every framer. This hands-on class is your opportunity to learn the right way to mount fine art, both original and limited edition prints.

*Paul Knoop, CPF
DelMar Room*

Advanced Level Framing Seminar

Hand carved mat decorations (Hands on)

Details available in
The February
Newsletter

Intermediate Mini-Class Stacked Frames

Details available in
The February
Newsletter

*Ray Miles
Nielsen-Bainbridge
Santa Anita Room*

*Brian Wolf, CPF
Wizard International
Belmont Room*

Social Hour

Festival Sponsors and EPFG Officers and Board

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 events of the day, and congratulate the framing competition winners. Take a minute to thank the Sponsors for their outstanding support of our Guild, and let any Board member know your ideas for our program next year.

Thanks for attending, and please drive safely returning home.



Framing Competition

Once again the EPFG is sponsoring an open framing competition as part of the annual Education Festival. This is an opportunity for 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. This year's format will present a different challenge—a true open competition. The theme of each piece entered must have something to do with “10”, in honor of our 10th annual competition. It is up to you and your creativity to impress the judges with both the originality of your selection and the manner in which it is framed. Please note that your entry cannot exceed 24”x24” at the outside of the frame, and it should have hardware for hanging, but **NO** shop information or names on the back of the piece. Additional information, ideas, and hints were published in the last several Newsletters.

Cash prizes and ribbons will be awarded for 1st, 2nd, and 3^d places, as well as Popular Choice, which is selected by all attendees. And, for added publicity this year, all prints entered will be available for public viewing after the Luncheon. EPFG will provide labels for the display, and if you choose, you may provide some business cards which will enable prospective customers to contact you.

Judging criteria will include overall impression, design & creative elements, finishing technique & how well you achieved your objective. Entries may be individual or a combined shop entry. Please note that only EPFG or CPFG members are eligible to enter the competition. A copy of the judging form, entry form, and a description form which you must complete are included with the Newsletters. More information is available from:

Terry Scidmore, CPF
The Mitered Corner
(206) 433-1145
Or e-mail tscidmo@attglobal.net

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

