



EPFG

**JULY 2003**

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## *Evergreen Picture Framers' Guild*

*July 8th General Meeting  
William Bounds Gallery  
Burlington, WA*

### JULY MEETING THE MAGIC OF FABRIC

Well, the July meeting will be here before we know it. The meeting should be fun and informative! Come learn about fabric mats. Maybe you use them already, or maybe you need to see how easy they are to use and how profitable they are as well. Baer Charlton of *Frank's Fabrics* will be teaching us about French matting techniques **ON-FABRIC!** And we will also learn about colored bevels **ON FABRIC!** There is an article on the upcoming meeting inside this issue. Be sure to check it out and make your plans to attend.

Several EPFG members took advantage of the all day classes put on by *Picture Framing Magazine* and sponsored by *Larson-Juhl*. It was a great day full of useful information. There are articles about the classes inside.

There is always something to be learned by taking classes. It is important to continue your framing education. It not only keeps your framing fresh, but it keeps you fresh as well. It's often hard to find time for these courses, but the benefits are endless.

There are opportunities all around us for expanding our framing knowledge. We have the yearly classes offered by *Larson-Juhl* Classes offered by *Framer's Inventory*, there are classes offered at *The Canadian Picture Framers' School*. We also have the yearly **EPFG Education Festival** and the **meetings** every other month. I hope you will truly consider attending the next meeting of the EPFG. You **will** have an enjoyable evening and you **will** learn something new. I learned a great tip just talking with Baer Charlton that has saved me an immense amount of time.

*July 2003 Issue*

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**There's an opportunity available for Members to host a meeting. The November meeting place is still open. If you would like to host a meeting, contact any of the Officers or Board members. The Guild offers \$100 to offset the cost of hosting a meeting.**



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## Our President's Pen

by Molly Boone, EPFG President

Well, well, well. Hi Everyone!

Here we are again. Same page. Same story. Oh, I am so ready for a summer vacation! Are any of you going somewhere wonderful this summer? I am not going too far from home, but my boys are heading out to Michigan this summer to spend five weeks with their father. They are going to swim in Lake Huron and spend three days at *Cedar Point* (their favorite amusement park). I'm not really jealous, but I am ready to get out of Dodge!

Last month I talked about putting off work until I was too busy to get away. Well, I'm all caught up again, and though I have plenty to do, like sprucing up my sample wall and making some samples for the coming holiday season. I still need a vacation!

Well, Rocky, my husband, is planning on taking a few four-day weekends this summer and I'm taking them with him as often as possible. We plan to go to Westport for a classic car rod run, and I'm hoping to get up to the San Juan Islands, or maybe go sailing for a few days with our friends.

I'm sure you'll hear about it in my next few letters. But, what I'd like to hear about is your vacations. "What do framers do and where do framers go when they're not framing?" "Picture Framer's top ten vacation getaways!" "Matting and Mounting on the road!" Wouldn't it be fun? And we'll give each other ideas for next year!

I am really looking forward to our next general meeting! It will be hosted by our newest EPFG officer, June Bounds, CPF, with her husband Bill Bounds, CPF, at *William Bounds Gallery* in Burlington. The Bounds always put out the most wonderful spread of food. It's such a treat! And our special guest speaker is Baer Charlton of *Frank's Fabrics* and *Garrett Moulding*. He'll be showing us some tips and techniques for fabric wrapping mats and liners. You won't want to miss this! Read the article in this newsletter about the upcoming meeting.

See you all on the 8th! Happy Independence Day!

Molly

## ***July 8th Meeting*** ***THE MAGIC OF FABRIC***

*by Baer Charlton, CPF, Fabric Evangelist*

July 8th I will be starting with just a simple laying of fabric. I will show "wet" laying, as well as "dry". Don't confuse this with "dry mounting" with tissue. This will all be done with fabric glue from *Frank's Fabrics for Framers*.

**Those attending will be the first exposed to this new concept!**

After we all have successfully learned how to lay fabric mat, we will then be venturing into the new and unexplored realm of "**Frenched Fabric**" and "**Bevel Tint**". At one time or another, most of us have played with a french line or two and the adventurous among us have even watercolored in a french panel or three. As you can imagine, the lining pen and watercolors don't work well with fabric...but, then, there is the Baer method.

Those members attending will be the first in the world to be exposed to this new concept before it is released for general consumption in the Members Only, *Picture Framing Magazine*, *PPFA* annual show.

Also, I will discuss and have examples of the "**Waterfall**" fabric mat, blind embossing for fun and profit (and sometimes over the top sweet) and "**Curved wall float backing**". This should be a fun sticky finger night! So make your reservations now with the William Bounds Gallery in Burlington. Phone: 360-404-2002, or you can send an e-mail to: [william@williambounds.com](mailto:william@williambounds.com).

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## ***The PFM Seminar*** ***The Day in Retro-Spect***

Monday, June 9th. It was a nice morning and most arrived early. Awaiting us were the booths for *Crescent*, *Cyro Industries*, *Hunt Corp.*, *Nielsen Bainbridge* and *Tru-View, Inc.*

Any questions were quickly answered and new products and samples, not to mention a few gadgets were available for the taking.

There was a nice selection of morning drinks and muffins to enjoy before the classes began.

It is always nice to get together with others in the industry and catch up on the latest news. I think this is one of the bigger benefits of the EPFG. It is so nice to attend meetings like these and not feel like you are there all alone and among the "enemy". I had mentioned to a couple the Saturday before that my store would be closed on Monday because of my attending the classes. The next Saturday, this same couple came in again and the husband asked about the class and if I felt uncomfortable around all the "competition". It wasn't until he asked that, that I realized I had not been uncomfortable at all! I had had a wonderful time and never felt uncomfortable. It is so nice to know that there is truth in articles like that featured last month about donating time to organizations like the EPFG.

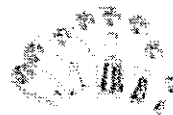
After the morning class there was a nice spread put out for lunch. It was served buffet style and the attendees were able to pick and choose the types of food they preferred. We had a nice selection of sandwich fixings and several salad choices available. Of course, there were nice dessert choices as well (we all really need those, now don't we). Needless to say, we all enjoyed the lunch and the time to visit with friends.

As usual the day seemed to end too soon and we were on our way home, filled with helpful knowledge. I made changes to my business practices as soon as I got back to the store.

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***The PFM Seminar (Morning Class)***  
***Bottomline Basics for Managing Your Business***

*Marc Bluestone*

**THE PATH TO SUCCESS**

A successful custom framing retailer wears a variety of hats:

\***Merchandising** - They decide what to sell and how to sell it.

\***Personnel** - They hire, train and manage staff.

\***Operations** - They assure that day-to-day work gets done.

\***Finance** - They manage accounts payable, accounts receivable and do the bookkeeping.

\***Marketing** - They conceive and implement ways to get customers into their store.

Most of all, the successful custom framer recognizes that there is a process and an order to events that must occur in order to make a profitable sale:

\***Make People aware of Your Business**

\***Make a Good Exterior Impression**

\***Make a Good Interior Impression**

\***Make The Right Personal Introduction**

\***Have a Selling Plan**

\***Add The Right 'Extra's'**

This is the beginning of the booklet that each attendee received for the morning class. Each of these elements were then discussed and many options were offered on how to improve each step.

**HIGHLIGHTS**

How do people find out about your store? The answers offered; Passers by, Advertising, Recommended, Solicited, Public Relations and Existing Customers.

Next we discussed the importance of creating and then using a mailing list. We discussed the reasons for using odd shape postcards, they tend to grab attention more often and don't get lost in the other mail as easily. It is recommended that a shop use its mailing list four times a year. This will keep you customers interested in what you have to say and will help you to keep your mailing list updated.

Then we discussed the information that you would be sending out to your customers. We should

have something to say, but not too much to say. Say it clearly. Say it often.

It was suggested that at the first of each month we should "create" a TO DO list. Some of the suggestions given for the list:

\***Mail to your 100 best customers**

\***Improve the store's Signage**

\***Ask your current customers to recommend you to their friends**

\***Send Direct Mail to 500 new customers**

\***Invite the Home Editor of the local paper to lunch**

**No week should go by without something happening from your list.**

It was recommended that we mark on the calendar what we will do, and not let a week go by without something happening from our TO DO list. We should "make a promise" to ourselves to do it.

*continued on the next page*

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***The PFM Seminar (Morning Class) continued***  
***Bottomline Basics for Managing Your Business***

*Marc Bluestone*

**Exterior.** As for the exterior of our stores, it is important to look at the lighting and signage. Are there ways to improve the way that our signs "Show Up"? Does the lettering on our windows need updating. Are there referrals on our windows that direct customers to our store for the specific types of framing we offer. Some of the suggested wording; Shadowboxes, Custom Mirrors, Diplomas, Wedding, Give a Gift that lasts a Lifetime and Frame a Memory. It was also suggested that we take a photo of our exterior as a reference.

**What business are you in?**  
**The Home Fashion Business!**

**Interior.** Next we discussed the Interior of our stores. The question was asked: "What Business are you in?" And the answer: "Home Fashion Business". We should look at the interior of our store as this is the second impression we will make on our potential customers. Does the "look" of your store match the advertised image your put out to the public? How is the staff dressed? What music is playing? Is your store clean? If your store is clean, the impression to the customer is that you will take care of their artwork.

Is the product in your store displayed well. Are your samples neatly arranged and dusted. Do the samples you have on your walls show what it is you want to sell, or are the samples "poor" examples of framing that you've not updated for years? If you have appealing framing on your walls, you will have a larger positive impact on your customers. It is important that you show your customers what good framing looks like and give them something to use as idea builders.

**Greeting Customers.** It is important that we greet each customer the same. Treat their artwork with care and respect. It may not be your idea of "fine" art, but it is important enough for the customer to have it framed, so treat it well. The framing experience is about the customer, not you. Let the customer tell the stories. Let the customer describe their home or room decor without interrupting. Your customers need to feel pampered. Only ask the "right" questions. Never ask "How much do you want to spend".

The exterior, interior and personal introduction lead to the next step: selling.

**Selling.** Pricing - The variable we can affect. Our costs should not exceed 25 to 30%. We should always do a Profit and Loss statement each year.

What are some of the reasons to raise prices? Increases in material costs. Increases in Rent. Increases in Utilities. Increased labor charges.

It is important to create a budget. Use these figures to spend your advertising dollars in the best ways possible. There are many types of advertising options in which to spend our advertising dollars.

As for offering framing options, it is important to avoid using inches when discussing mat size. It is better to just show the customer the approximate size and leave it there. If you say, we are going to put a four inch mat around this image, the customer's mind looks at "four inches" as too much. If you show them the same, they will not notice that it is "four inches" and won't have a problem with the "look". Make sure the customer likes the look of the matting without using numbers when possible. It is also important to offer better options to your customers at the beginning of the framing discussion. Fabric mats, Fillets, UV Glazing, Conservation Mats and Bevel Accents among others.

If your customer doesn't buy, you must assume the problem is solvable. Maybe they don't like the design. Don't make out like you like the design too much. Don't take "ownership" of the design. This is all about the customer - we can change anything. After all, we aren't paying for the frame and we aren't going to have it in our home. If the problem is pricing, maybe we failed to establish the "Value" of the framing. When all else fails, sell something, anything! Sometimes a customer just wants a frame.

The morning class gave many ideas to digest and answers to problems we didn't realize we had.

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***The PFM Seminar (Afternoon Class)***

***Framing Your Way to Higher Profits***

*Greg Perkins, CPF*

The afternoon session started out with a discussion about discounting and how it affects the bottom line. You have to do 18% more volume to make up for a 10% discount. A 20% discount needs 42% more volume. We also discussed having regular sales events. If your customers know that you will be having an anniversary sale, often they will save up their work and bring it in during the sale and you end up losing profit you would have had if the customer had not been aware that a sale was coming.

It is important for us to continue to attract new customers. A large portion of the population moves every year. A lot of these people leave the area. We also need to sell more to each customer. Offer better options, bigger matting, larger mouldings.

Price for profitability and check this at least annually.

To attract more customers you will need to advertise. It is recommended that you spend 3 to 5% to promote your business, some spend even more. It is also important to determine the percentage of annual sales that occur EACH month. Spend your advertising dollars accordingly. If you have more business in November and December, these months should have more monies devoted to advertising. People are looking to spend during those months and you will be competing with a lot of other types of businesses.

We also discussed advertising ideas. Direct Mail, Yellow Pages, Newspaper, Magazines, TV, Radio and the Internet.

*Continued on the next page*



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*Picture Framers' Guild*

**2003 MEMBERSHIP REGISTRATION FORM**

Yes, I'd like to join the Evergreen Picture Framers' 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.

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Please make your check payable to EPFG and mail your check with this form to: June Bounds, EPFG Treasurer  
c/o William Bounds Gallery 160 Cascade Place, Suite 103 Burlington, WA 98233

Questions? Contact: Molly Boone, EPFG President (206) 625-0711 or e-mail: [mollycpf@aol.com](mailto:mollycpf@aol.com)

Or contact: Hope Reimer, EPFG Secretary (360) 629-0156 or e-mail: [reimer@camano.net](mailto:reimer@camano.net)

***PFM Seminar Afternoon Class continued***

Some marketing ideas given were: Networking in organizations like the Chamber of Commerce, Speaking engagements, In-Store Shows, Volunteer/Participate, Off-Site Displays.

To improve the design of our frame jobs and to sell more, we should:

**Upgrade the quality of the moulding choice**

**Increase the Width of the Moulding**

**Stack Mouldings**

**Sell Conservation Glazing**

**Sell Conservation Mats**

**Sell Wider Matting**

**Trends.** We need to be aware of the trends in the market. Some of the trends mentioned: Natural Elegance, Embracing Color, New Formality, Urban Mix, Eclectic - Here to stay, and White.

Building trends. Homes have changed and evolved. People have larger homes with larger rooms and larger furnishings to fill those spaces. The framing needs to be balanced with the trends around us. Larger pieces in smaller homes keep the small homes looking fashionable. We should offer larger art, larger mouldings and larger groupings of art.

It is trendy to have groupings for large walls, its fashionable and more profitable for framers.

It's important to have Framing Ideas available to help our customers visualize options. Have a book with Magazine clippings showing art framed and displayed in interesting ways. Images of art in stairways, which are a problem for a lot of customers. Alternatives to framed art, leaning mirrors and art.

Homes that have colorful walls need neutral matting to help them dominate the wall and not clash or get lost. Maybe the customer has hardwood floors. There is a lot of wood already, suggest silver, gold or color mouldings as an option.

Other design options for framed art, display the art on a bookshelf, maybe even taking out a shelf to fit the framed piece in.

Options for framing, where the walls may be full. Hang pictures on doors, lean empty frames in an awkward area or corner, Frame used as a wreath, Trays made with frames, Mirrored trays as a centerpiece for a table and Seasonal framing (art that might be out for a season or a holiday). Some ideas for holiday framing, Vintage Holiday Cards, Holiday postcards, Holiday Calendar images, Family Photos, Antique Ornaments.

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**Afternoon Class continued**

Other ideas for framing: Headboards for a bed, Bulletin Boards, use a ladder as an easel for framed art, crown moulding. There was an illustration given of a store owner who used picture moulding as crown moulding and got sales from the effect. You have to show your customers ideas, otherwise they may never realize the full potential of framing. You can hinge frames together to create a room divider screen. Hinge pairs or sets of frames so they can stand on furniture. Frame the mirror in the bathroom.

**You have to show your customers ideas, otherwise they may never realize the full potential of framing.**

You may need to elongate some art matting in order to adjust for a tall ceiling or a wide wall.

The options are endless. All it takes is a little effort and spending some time looking at magazines. The better the options you can show to your customers, the higher your sales will be able to climb.

The class had many visual images to view during the class. The ideas were from magazines or were created specifically for the class. Each of the students could easily see the benefits of these types of visuals. The impact was immediate. Not only could the ideas be used as seen, but many of them could be modified a little and a "new" idea created. Use your imagination. You might be surprised what you end up with and the profit you create.

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**NOW AVAILABLE**



Did you know that the EPFG now has Aprons available for purchase. There is a choice of Navy Blue or Black. The Evergreen logo is stitched onto the front in green and gold. The cost of the Apron is a very reasonable \$20 (tax is included). This apron is adjustable to fit any size. The strap is slipped through the body of the piece enabling it to be adjusted for any height.

The aprons will be available for viewing and purchase at the General meetings.

To purchase one or more send \$20 for each one plus \$3 postage to:

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## HELPFUL HINTS

I don't know if many of you are familiar with Wall Buddies, but I just had a customer ask for them on the two mirrors I framed. I had not used them before, though I had heard of them. I was impressed with the easy way they attach to the frame, and I had another opportunity to use them on a very large framed piece I delivered to my customer's home. I decided to use the Wall Buddies because this particular piece is hanging in a stairway. It is very difficult to get the ladder in a position that allows one to place the hooks precisely. With the Wall Buddies I was able to "guess" where I should locate the second hook and when the picture was hefted into place, it was indeed easy to hang and level. I will be offering these to my customers that have larger pieces of art and mirrors.

Wall Buddies are available locally.

## Famous Quote

*"The pleasure one has in creating a work of art is purely personal pleasure, and it is for the sake of this pleasure that one creates."*

OSCAR WILDE

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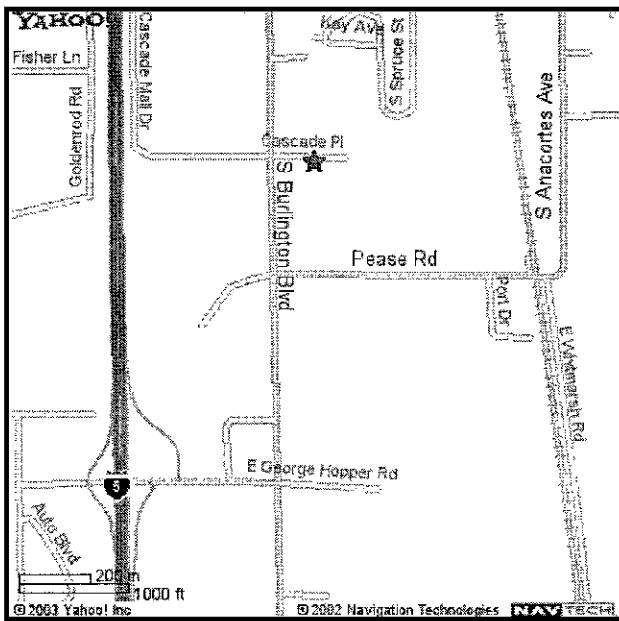
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<b>2003</b>	
<b>JULY 8</b> General Meeting William Bounds Gallery Burlington	<b>AUGUST 5</b> Board Meeting
<b>SEPTEMBER 9</b> General Meeting Off Set Corner Snohomish	<b>OCTOBER 7</b> Board Meeting

<p><b>July 8</b> <b>William Bounds Gallery</b></p> <p>160 Cascade Place, Suite 103 Burlington, WA 98233 360-404-2002 william@williambounds.com Starts at 7:30 p.m.</p>	<p><b>Directions to William Bounds Gallery</b></p> <p><i>From Seattle on the I-5 take the George Hopper Road Exit. Make a Right (E) onto George Hopper Road. Go to South 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.</i></p>
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See page two for address changes.

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