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DECEMBER 2003

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Evergreen Picture Framer's Guild

*January 13th General Meeting
Winjammer Gallery
Widbey Island, WA*

HAPPY HOLIDAYS!

Well, it's that busy time again! How did it get here so fast? It was August just a couple of weeks ago, I'm sure of it.

The new year will be upon us before we can blink. The Board members are working toward the Spring Education Festival. March 21st is the day and I hope you plan on attending. Look for information in the coming issues of the newsletter. Terry Scidmore has graciously volunteered to undertake the job of the Print Competition. She's come up with a great idea for the competition this time. The details will all be spelt out in the next issue. Thanks, Terry!

Our next meeting at the Windjammer Gallery on Whidbey Island will be a treat. Some of us are going to be car pooling. If you would like to join us, contact the board member of your choice and we'll work it out. Please e-mail if you'll be attending so the Windjammer Gallery will know how many to expect. framer@whidbey.net

The Evergreen Jackpot just keeps growing and growing and growing. You could be the lucky winner in January, but only if you attend the meeting. You must be present to win. We had a great turnout at the last General Meeting at *Diana International* in Tukwila. Let's keep it up. We've had a lot of reps attending the meetings too. It's nice to see the reps outside of business. You can get to know them a little better.

If you have any ideas for class topics for the Education Festival, it's not too late to get your idea turned in. We've a couple of spots open and always appreciate ideas. Or, if you have a talent that you would like to share with others at the Festival that would be great too!

Look for a special newsletter dedicated to the 11th Annual EPFG Spring Education Festival. It will have all the information you'll need to plan your day and make the most of the Festival!

December 2003 Issue

CONTACT INFORMATION

<p>Membership Dues Advertising Payments June Bounds, EPFG Treasurer c/o William Bounds Gallery 160 Cascade Place, Suite 103 Burlington, WA 98233 360-404-2002 e-mail: william@williambounds.com</p>	<p>Change of Address Paul Knoop 1054 Berkeley Ave. Fircrest, WA 98466 253-279-2598 e-mail: pknoop@earthlink.net</p>	<p>Classified Ads Free for EPFG Members, \$15 for non-members. Display Ad Artwork Digital Artwork is preferred. Submit via e-mail or on disk.</p>	<p>Newsletter Ad Copy & Classified Ads Bob Holcomb c/o Millennium Gallery 16118 NE 87th Street Redmond, WA 98052 425-895-8822 e-mail: exafixer@yahoo.com</p> <p style="text-align: right;"><i>Newsletter Deadline 20th of the month</i></p>
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BE A STAR

There are opportunities available for Members to host a meeting. 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

Happy Holly Days!

As you may or may not have noticed, we're a little out of sync. The newsletter's a little out of its normal time line and that's mostly because your president is in her normal time line for the holidays. THANK GOODNESS! I'm BUSY!! Are all of you? I bet it's finally picking up. It may not be back to normal holiday mode - but if you're framing - you're still in the game (other than those of you that have semi-retired and just like to keep up with what the rest of us are doing). Any-hoo, I hope you are all swamped!! And as busy as I am - or more. I'm not as busy as I have been - but busier than I was last summer.

Well, the board and I (basically me, Hope, June, Bob and John (and sometimes Kitty) with the very great and appreciated help of Paul, Lynn and Terry) are trying to get it all together for you for the 11th annual EPFG "Spring Fling" Education Festival. If you haven't marked your calendars yet - it's March 21st. The Spring Equinox! Another new beginning! How appropriate!

It also happens to be the day after my eldest's 17th birthday. Speaking of teenagers, if you haven't had any - I don't recommend it! (Just Kidding) Boy are my boys giving me the time of my *life (read H*E*Double Toothpicks) What a Joy! Ha Ha!

Well, we're firming up the schedule of classes and planning the buffet luncheon, and picking out an image for the framing competition - to be announced at Windjammer Gallery on Whidbey Island in January.

I know it's a hike (and I'm offering car pool services - call me) to get there, but if you can make it, we'll have lots of fun. We're planning a favorite meeting of "Gadgets & Gizmos" for this one. Bring your favorite thing that you've invented (or stolen the idea) and share with the rest of us. We haven't done this in a couple of years but I know that it will be informative, educational, but most of all, entertaining and inspiring. I got so many ideas of how to make things work better, faster, funner (I know it's not really a word) and more efficiently using "framer's famous ingenuity". I love seeing how your minds work and then "stealing" the idea!! If you don't get what you wanted for Christmas - then join us and get a post holiday present. The imagination of your peers and predecessors. (You know, some of these ideas have been passed down for generations.)

Stay tuned for more information on the "Spring Fling" and all our plans. We'll see you on the Island-Whidbey Island.

Happy Holidays!
Molly


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November 28 Meeting Review ***SCORE***

Diana International, the meeting place for October. We were greeted by Virginia Cogdell the sales rep for *Diana*. Having never been to *Diana Intl.* before, I was curious about their facility and how they operate. It's always interesting to see how our suppliers have their facilities set up and the way they store their products.

Virginia took the group through the facility and showed us the work areas and how they store their mouldings. Then she gave us a brief overview of how *Diana Intl.* gets their mouldings. Virginia informed us about the mouldings that they produce themselves and how some of the mouldings are bought ready made. She also discussed the way the mouldings are shipped here on boats and how much footage each container holds, about 80,000 feet. That's a lot of frames! I want to know where it all goes. That's only one supplier talking about one container of moulding!

Molly discussed a few issues about the upcoming Education Festival

After Virginia finished speaking, Molly Boone, our current EPFG president, discussed a few issues about the upcoming Spring Education Festival. She mentioned how Brian Wolf, CPF, GCF, of *Wizard International*, has volunteered to teach at the Festival as well as Grant Smith, CPF, MEd from

THE EVERGREEN JACKPOT

At each EPFG general meeting, there is a drawing for \$25 and it grows by \$25 each meeting until someone wins. All you have to do is attend and you could win the jackpot. We didn't have a \$125 winner in October at the *Diana International* meeting. The Jackpot will be \$150 for the January 13th meeting on Widbey Island at *The Windjammer Gallery*. You could win, but only if you attend.



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The Canadian Picture Framer's School, Baer Charlton of *Frank's Fabrics* will be teaching too. She also talked about the January 13th meeting at *Windjammer Gallery* on Widbey Island.

After Molly had finished with the EPFG business, she turned the meeting over to our SCORE representative Rosalind Marinou.

The first thing that Rosalind talked about was the many different types of help that is available from SCORE (Service Corp of Retired Executives).

SCORE the Service Corp of Retired Executives

Rosalind began by informing us that small business is the primary engine for our economy. This seems surprising, as most of us think that it's big business that is doing the most for our economy. She talked about the local facility in Seattle on 6th street. There are counselors that are available for one-on-one counseling. It's important to call ahead to schedule an appointment with the counselor.

Next Rosalind asked us what specifically we

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**October 28th
Meeting Review**

***Marketing on a Shoestring?
Add SCORE to your Resources!***

wanted to know about. There were several comments made from the audience and Rosalind began a list. Then she proceeded to take each item on the list and give details about how to attack the issues. It seemed that everyone was interested in how to create more traffic for their stores and how to educate the customer.

We should always try to be ourselves and have our business reflect our own personality. We will always be successful at being ourselves. If we are comfortable with ourselves and the way we run our business, our customers will feel it and will be more comfortable too.

**You will always be successful
at being yourself.**

There were four elements to business that we discussed. One, strategy. Who are you (the business owner)? What is your positioning in comparison to your competitors. Who are your customers? Two, Distribution. How to get the word out to your

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customers. Three, Creativity. How to get the message to the customer (most important) and visuals. We need to have ways to show our customers what makes us different from our competition. Four, Production. How to produce the products in a way that is appealing to the customers we are seeking.

Rosalind took each element and discussed it at length, always focusing on the big questions of how to create traffic and educate the customer about what we offer and framing in general.

When it comes to the strategy department, it's impossible to succeed if you let fear and ego interfere. They must be let go.

**It's impossible to succeed if you
let fear and ego interfere**

We discussed the qualities of our business that makes us different from our competitors. Is it quality, or creativity, pricing, experience? Whatever it is that makes your framing different from the competition, that is what you need to focus on in your advertising. Don't deal with the things that you can't

change or affect. If someone else can offer better pricing because of volume or low lease or cheap help, don't focus on price. Focus on the positive qualities that you have that your competition doesn't have. That is the message you need to get to your customers.

Focus on the positive qualities you have that your competition doesn't

It's important to put the message out in human terms. We're all humans and we all understand and have the same problems. Use interesting facts that make the information that you are putting out appealing and easy to relate to. It's also important to package creative products for our customers to see and choose from.

We all have needs that are specific to our own businesses

We all have needs that are specific to our own businesses. There are many opportunities for help at SCORE. The resources are there for the asking. Visit their website (score.com) and see what SCORE has to offer.

The board would like to thank Rosalind Marinou for making time to come and help our organization. Rosalind is one of the many volunteers that donate time to help small businesses in our area.

We would also like to thank *Diana International* for hosting the meeting, providing great food and supporting our organization. Without the support from companies like *Diana International* our organization couldn't function.

Keep an eye out for information about the January 13th meeting on Widbey Island at *Windjammers Gallery*. It will be the first time for them to host a meeting too! Should be great fun.

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This month we have three new sponsors in the newsletter. One returning from a brief hiatus and two brand new sponsors.

The Art Doctor. Returning as a sponsor is Nancy White also known as the Art Doctor. If you have customers that need damaged artwork repaired or touched up, then give Nancy a call. Nancy has been in the art repair business for longer than some of us have been alive (sorry Nancy, but we do have members in their early twenties now). Nancy is very knowledgeable and talented.

DJ Wholesale Framers Supply, INC. DJ supplies frames to many framers in the area and have been steadily growing. DJ even offers delivery now in some locations of Washington and Oregon. DJ also carries moulding from Arquati, Designer and Omega among others. Give Hedie a call and see what they have to offer.

Kim Drew. Many of you will be familiar with Kim Drew and his art. Kim's art has been featured on Salmon Days prints in the past. His prints are also available at various locations around the Sound. With many images to choose from there is something for everyone.

Look for Featured Sponsor articles for *DJ Wholesale Framers Supply, INC.* and *Kim Drew*.

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

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

TAKE THE TIME

It's important to take the time, every once in awhile, to look around and notice the world as it moves around us and how we affect it and it affects us.

We all get so busy with day to day duties and little jobs that "have" to get done. Where does the time go? Every year, in August, the same man comes to my store to check and refill the fire extinguisher. When he shows us, I'm always amazed that another year has already passed. It seems that it's only been four or five months since he's been here! I can't believe that it's been a whole year!

Here we are again, in another Holiday Season full of rush, rush, rush. There are lots of frame jobs that need to be done before the Holidays get here. I want to work and spend time with my friends and family. How can I do both? What can I change that will make my life easier and less busy?

I have learned that there are strategies that one can implement that *can* help. Get better organized. Make plans ahead of time. Set time aside ahead of time for those friends and family get-togethers. We all have slow times in our stores and businesses. Make use of those slow times to get your work area organized and make the area more user friendly. A lot of time is wasted looking for items that are not put in a specific place. If you have piles of stuff around, you can't help but waste time needlessly. I have gone through my frame stock and matboards. I got rid of those bits that are just too small for most jobs. When I have less to look through, I can get to the item I need much more quickly.

I often think back to the beginning of my frame shop, and remember how I didn't know that much about the EPFG. I remember my business partner telling me about it. We talked about the meetings and how it seemed interesting. I also remember thinking, "One more thing to worry about and waste more of my time". Boy was I wrong about that.

There have been so many times that I have needed help with a difficult framing project, something that I had not come across before. What could I do? Because of my attending the meetings and hosting meetings in my store, I have made a lot of friends in the industry. These people have offered their help to me willingly. I've had people make special trips to my store to help with a problem I was having. These people took time out of *their* busy lives to help me. What a different picture I have of the EPFG than when I first heard of the organization.

A couple of years ago, I was approached by a

then board member and was asked if I would be interested in becoming a board member. I remember the fear that gripped my stomach and thinking "NO WAY". Of course, I didn't say that to the person asking!

What I said to that person was more like "I will think about it and thanks for asking". There were too many unknowns for me to really think seriously about being a board member. What are the qualifications? How much time does it take? What are the real benefits?

Slowly, over time, I started to attend the meetings more regularly. I decided to take over the Library in order to help someone who had been there to help me many times. This meant that I really did need to attend the meetings. Of course the added benefit of being the Librarian was that any time I needed reference material, it was just a box away.

After attending the General Meetings more regularly, I decided to attend a board meeting. I found out where the meeting was going to be and arrived at the given time. We met at a restaurant and had the meeting over dinner. This was a relaxing way to end the day and get to know some of the officers and board members better. When you attend the General Meetings, you get to visit a little, but you are there for

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the meeting and to learn the topic of the meeting. At the board meetings, sometimes there isn't so much to deal with and you have a lot more time to just visit and discuss the framing industry in general.

Little by little, I started showing up at the board meetings more often until I was attending them all. I had become better acquainted with the officers and board members and felt much more relaxed when attending the General Meetings and the Spring Education Festival.

The next step came in 2002. I volunteered to help out during the Spring Education Festival. About that same time I decided to take over the Newsletter Editor Position. I traded the Library away and had a new job for the EPFG. Little did I know, the newsletter is a much more fun job, but it also takes a lot more time. I don't have to just show up with a box of literature and take names anymore. The month goes by and it's time again for the newsletter to be put together. What articles am I going to have for this issue? How can I make the issues more interesting? Much to my surprise, many other members were willing to help me out. I've received many articles and tidbits from Board Members, Officers, Past Board Members and Officers among others. It hasn't been a bed of roses, but it has been easier than it could have been. Of course I had to

step up to the plate and start to make articles come to life. Either by asking others to help or writing the article myself.

During the Spring Education Festival, I was able to see just what went on during the day and what types of jobs were needing to be done. I made notes for myself for later. I enjoyed helping out so much, that I became a Board member soon thereafter.

What has all of this to do with taking time to look around, you might ask. Well, if I hadn't decided to look around, I might not have realized all that I have gained since I have become acquainted with the EPFG.

I have become a better framer. I have learned many new framing techniques at the meetings and the Education Festivals. I have made friends that are willing to help out whenever they can. I have made friends that I have been able to help in the same way that I was helped. I have made friends who are fun to be with and can be quite silly sometimes! I have come to a point where I can attend the meetings and the Education Festival or other Framing Events and not feel uncomfortable being around other framers. I don't think of these people as "the enemy" or "the competition" I think of them as other framers and friends.

Continued on the next page

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Take the Time

We have a vast pool of knowledge available to the members of EPFG. All that is needed is your willingness to attend the meetings. Little by little, you will see the differences that can come from the meetings and you too may decide to become more involved with the organization. It's not necessary that you do. There are many members that enjoy the fruits of the organization without serving on the board or as Officers. It's OK. That is what this organization is all about. Doing what is good for you and your business. We don't want you to take time away from anything that would diminish the benefits the organization has to offer.

I think I will end this by saying that I am thankful to have found the EPFG. I'm very glad that I have taken a larger share in the organization. I have wonderful friends and memories of good times shared helping each other and the organization. I especially want to thank the current and recent board members and officers, you have all helped me in so many ways!

I plan to continue my education and that of other members by attending the meetings and helping out whenever I can. I hope you will take these words to heart and become more involved as well. There's a lot to be gained if you'll take the time.

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HELPFUL HINTS

I'm sure you've all had that frame job that was quite large and difficult to work on. I have had several in my short time framing and I only recently discovered a great way to make the job somewhat easier.

You have the piece on the work table and are trying to maneuver around your table and work on the piece. Maybe you don't have a table that is accessible from all four sides. Even if you do, it can be a hassle dealing with a really large piece. What's a framer to do?

Well, I've discovered this little trick. I take a piece of 40x60 foam board and lay it on the table. This gives me a nice work surface and at the same time it will easily slide around on top of the table. Now I can rotate the piece and I don't have to walk around it as much. If I need to work on something on one end of the table I can push the piece off the other end and it will stay intact (just be sure not to push it too far off the end or you may end up with a Nightmare on Framestreet story). It's like extending your table! Try it the next time you have a large piece and see how much easier it can be to work on.

Classified Ads

To Place an ad contact Bob 425-895-8822 exafixer@yahoo.com Deadline, 20th of the month

FOR SALE: Tru-VU Glass Clear, most sizes \$20/case. Bulk hardware for 100 frames, strap hangers, AMS \$45.00/case. Bulk Hardware for 100 frames, Euro Hangers, AMS \$55.00/case. C&H full size **Ovalmaster**, NEW in box \$800.00. C&H **Ovalmaster Junior**, NEW in box \$300.00. By appointment, cash only, **\$300.00 minimum purchase**. Contact Herb in Redmond 425-883-7673 or articrose@comcast.net

FRAME SHOP FOR SALE in Kirkland.
\$33,000 Contact Lena at 206-669-4922

Metal Heat Press Stand Fits VacuSeal 3444H \$75 OBO
Eastlake Galleries, Contact Petra 206-523-4455

LIFESAVER Software, **Never Used**, needs upgrades from Lifesaver. Great way to get started with a computer program. \$200 Contact: **Lynn Clark 206-363-2100**

Jo Ann's Fabrics is looking for a Framing Specialist and Framers to work in a new Custom Framing Dept.
Bellingham, WA
360-734-8923



FRAMERS' INVENTORY

Check out our Web Site

www.framersinventory.com

WOOD MOULDING

Bay, Framers' Inventory,
LaMarche, Max, Roma

METAL MOULDING

Nielsen

MATBOARD

Bainbridge, Crescent, Rising, Tru Vue

GLASS & FOAMBOARD

Tru Vue
Bainbridge, Bienfang, & Hart

EQUIPMENT

C&H, Eclipse, Fletcher
Mitre Mile, Seal/Hunt Mounting

SERVICE

Delivery in Portland & Seattle Metro areas,
Overnight chop service.

Sales representative Mike Ouellet
ext. 420

5000 SE 18th AVENUE, PORTLAND, OREGON 97202
LOCAL (503) 236-9293 - TOLL FREE (800) 543-2467
FAX (503) 238-3899

CRAIG PONZIO

CUSTOM FRAME COLLECTION

*For more information on the Craig Ponzio Custom Frame Collection
and other Larson-Juhl framing products,*

Please call: 800-438-5031

or

contact your Larson-Juhl sales Representative

Paul Anderson

800-223-0307 ext.456
N.W. Washington

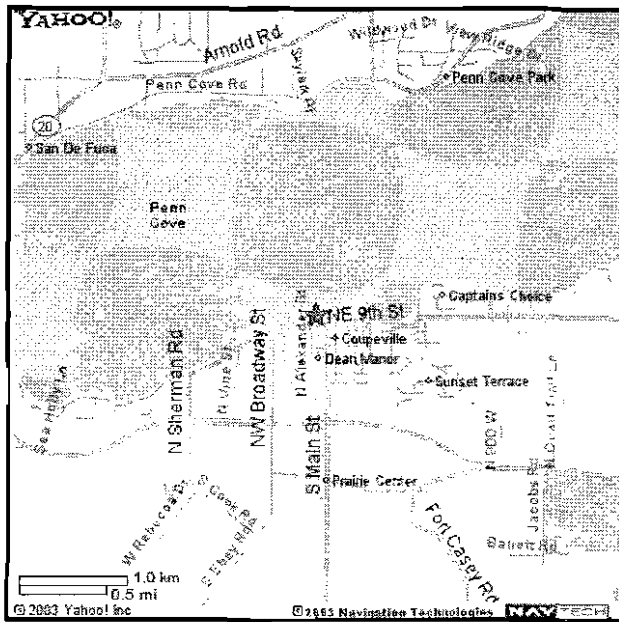
Joe Garitone

800-223-0307 ext.455
Metro Seattle

Pam Pare

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

LARSON · JUHL



2003-2004	
JANUARY 13 General Meeting Windjammer Gallery	FEBRUARY 3 Board Meeting
MARCH 2 Pre-Festival Board Meeting	MARCH 21 11th Annual Spring Education Festival & Competition

January 13
Windjammer Gallery
Meeting starts at 7:30
22 NW Front Street
Coupeville, WA
360-678-9200
e-mail:framer@whidbey.net
Please call or e-mail if you
plan to attend, thanks!

Directions to Windjammer Gallery
Whidbey Island, either by Ferry from Mukilteo or Port Townsend or drive over Deception Pass Bridge at the north end of the island. You can access SR 20 in Burlington. Coupeville is near the center of the Island

From the north or south you approach Coupeville on SR 20. Turn north at the stop and go traffic light onto Main Street. Continue to the end at Front Street. Turn left and go to the end of the street. Windjammer Gallery is on the right and is the only building set back from the street. The building is built on pilings over the water.

Evergreen Picture Framer's Guild
 6523 California Ave. SW #104
 Seattle, WA 98136



See page two for address changes.

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ATTENTION: FRAME SHOP