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Evergreen Picture Framer's Guild

January 13th General Meeting Winjammer Gallery Widbey Island, WA

HAPPY HEW YEAR!

Well I hope your new year has started out well. It looks to be an interesting year. There's already been a lot of activity and movement with the EPFG. We are gearing up for our Eleventh Spring Education Festival.

The Judging Criteria sheet for the Framing Competition is included in this issue along with an article submitted by Terry Scidmore, CPF of *The Mitered Corner* which discusses this years "print".

We have a new article series starting this month as well. Thanks to Hope Reimer of *Insignia Art Services*, we'll have even more interesting material to learn about and from.

There is a small article about the meeting in January at *The Windjammer Gallery* on Whidbey Island. You won't want to miss it! Especially since the Evergreen Jackpot is quite sizeable - \$150 (you must be present to win!).

We also have another new Sponsor for our newsletter. Thanks to all our sponsors, without their support our organization couldn't function!

We'll be having more articles about the upcoming Spring Education Festival in the next two issues of the newsletter.

Remember to 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!

If you have any old equipment that you would like to get rid of, or something you're looking for, you can always put an ad in the newsletters Classifieds. It's free for members and only \$15 for nonmembers. A great way to gain space in your store or storage room and put a little extra change in your pocket as well. Contact the Newsletter editor for more details, contact information is on page two.

January 2004 Issue

CONTACT INFORMATION

Membership Dues **Advertising Payments**

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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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EVERGREEN PICTURE FRAMERS GUILD January 2004



Happy New Year!

I hope everyone is recovering from the Holiday Season. I mean emotionally, mentally and physically not to mention financially. What a crazy month December was! No one, it seemed, was quite at their peak in the health area, which becomes very draining on the mind and heart when so much is expected of you.

My family is celebrating Christmas this coming weekend because my Mom and sister both had come down with a nasty flu. When I heard that "Christmas would be postponed", part of me was actually relieved! Half as much shopping and wrapping and dinner contributions to prepare. It was actually a gift in itself - to me! My kids were in Michigan with their dad, so it was just my hubby and I with the expectations on us cut in half! Whew!

It was still very weird not to have the usual craziness that we've always known on Christmas Day, but exhaustion had taken me over anyway. A part of me was pretty happy that it had all been "put off" for a couple of weeks.

Now we are already into 2004 and plans and goals are building and growing. It's an exciting time and my energy level is back up! I hope yours is too!

Well, we're off and running! Your EPFG Board and I are busier than Santa's elves before Christmas putting together the Education Festival for March 21st. Mark your calendars and watch for registration forms. There will be a special edition newsletter devoted to the festival as well as the regular newsletters, all with registration forms included. And if you still can't get your hands on one, ask your sales reps. We will be supplying them with registration forms as well.

Please pay special attention to the dates. We have many people wait until the last minute to register for the festival, which makes a lot of extra work for us - so we're going to make you (those who wait til the last minute) pay. If your registration is postmarked by March 5th your price for a day of awesome classes, morning coffee or juice with rolls, buffet luncheon, happy hour with complimentary cocktail and hors'douvres, and a year membership is only \$120. Each additional attendee from your shop is only \$65. After March 5th, however, the price will soar to \$150 for you and \$85 for each person you bring from your store. Not to mention, some of the classes will have limited space and may be full if you wait too long to register. So sign up early and get first pick on classes and save a bunch of money!!

The classes that we're lining up will offer something for everyone; a class on doing canvas transfers, one designing and getting the most from your CMC, and Water-guilding - just to name a few.

This is going to be an event you and your staff won't want to miss! Also, if you want to get involved, there are always things we need help with, even if it's just for that day. Give any of the board members or me a call and we'll be happy to find a way for you to contribute to help make the day an even bigger success!

Til next month, Thanks for reading!

Molly



Ben Edwards

District Manager - Framing Products

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January 13 Meeting Preview Gadgets and Gizmos

Windjammer Gallery on Whidbey Island. That's the location for our January meeting.

This will be the first time the meeting is being held at the Windjammer Gallery. The evening should prove fun and interesting for everyone. There are members that will be car pooling for those interested. If you are interested in car pooling just give one of the board members or our president Molly a call or send an e-mail. We'll be glad to help.

The evening's topic will be Gadgets and Gizmos. If you have something special you have found useful for framing, or maybe you've created something to solve a specific problem in framing, bring it along and share it with the other members. There are always neat items brought and most of the tools or techniques are quick and easy to make, find or buy (and usually are inexpensive as well).

Molly will discuss a few issues about the upcoming Education Festival

Molly will also be discussing the upcoming Spring Education Festival, our eleventh! You can get details about the framing competition as well.

This would be a great time to attend the meeting for another, should I say, selfish reason. The Evergreen Jackpot is getting quite large. You can't win unless you are at the meeting when your name is called. What a great way to start out the new year!

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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As for getting to the meeting, you can take a ferry from Mukilteo or Port Townsend or you can drive across Deception Pass Bridge and come down the Island. SR 20 is accessible from Burlington. Coupeville is located in the center of Whidbey Island. Why not bring a friend or two and make the trip even more enjoyable. Further Directions are located on the back cover of this issue of the newsletter.

Directions are located on the back cover of this issue.

Be sure and let our friends at The Windjammer Gallery know that you plan to attend so they'll know how many to expect. You can call or send an e-mail. The phone number for the Windjammer Gallery is 360-678-9200 and their e-mail address is: framer@whidbev.net.

I hope to see you there with a gadget or widget or gizmo of some sort. Anyway, be prepared to come away with some unique and interesting tools and techniques for problems you've probably had with framing. The meeting should be fun and interesting as always.

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NEWARTICLE Reading Glasses

Submitted by Hope Reimer, Insignia Art Services

I love text. Maybe it's because at a young age my parents introduced me to the idea of how an imagination triggered by a good read opens up all sorts of possibilities. My mother worked for 35 years at Suzillo Library on the University of Washington campus, hence I suppose, the influence. I suspect in my lifetime, it was the written word that had its deepest effect on the roads I've chosen to venture down.

This being the case, I volunteered to write brief reviews of articles and/or books that I've read

We all seem to read and glean from the written word.

Framers are an interesting lot. We often don't get out much - responsibilities at the frame shop screaming for attention - and we often hesitate at framer gatherings, lest our ideas be stolen and, dare I say it, shared with others. But we all seem to read and glean from the written word. I don't mean

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just in the trade either. One of the best 'business' books I ever read had nothing to do with business...but everything to do with serving others. I hope you will find the reviews to come interesting and informative. May they "wet your whistle" in pursuit of some good reads for 2004.

May they "wet your whistle" in pursuit of some good reads.

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Reading Glasses

Submitted by Hope Reimer, Insignia Art Services

"Art Business News" published monthly by Advanstar Communications, Inc.

Rules were meant to be broken, right? So let us begin with neither a book nor an article per se. I came across this publication through a framer. I'd never seen it before - okay, maybe I'm the last framer on earth to admit this - but maybe there is one other person out there who is in the dark too.

Ideas and education are the buzz words to this one.

It's smart, concise and if you excuse the plethora of advertisements, it makes for great breaktime reading. The byline of the trade mag is, "Creating Solutions for the Art Marketplace".

So 'ideas' and 'education' are the buzz words to this one. Know what "photogravures" or "Type C (traditional)" prints are? Neither did I. But then I read an article in the October '03 issue, complete with several photos and learned about 20 glossary words to add to my photographic processing lingo. Not bad for a quick read. And as for the advertisements, most are publishers who clue you in to what's trendy in The Big Apple (where "Art Business News" is published) and give you some snap bio's of artists.

There's even a supplement called "Framing Business News"

There are show dates and gallery openings, the who's who of the arts and even a supplement, "Framing Business News".

A vast amount of website addresses can be had for contact information and articles and

photographs are well credited for exact sourcing.

Another thing I liked, it's not all about framing. There are some great good-sense business strategies as well. The real kicker, it's free! Now there's a price we can all afford! Subscribe online at www.artbusinessnews.com or call 218-723-9477.

This month we have yet another new sponsor of the newsletter. Ian Phillips of AMPF/AMCI has joined the ranks of our supporters. Thanks Ian!

AMPF/AMCI are two companies that offer unique and interesting mouldings. AMPF has a wide range of mouldings that are unique in design available in length, chop and joins. AMCI is a line of closed corner mouldings that are beautifully created to suit your customers needs.

So, if you are interested in hearing more about either of these two companies, please show your support by giving Ian a call.

As a side note, another of our sponsors, Framer's Inventory has just started carrying a large selection of AMPF frames as well. You can contact Framer's Inventory or Ian Phillips for more information.



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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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EVERGREEN

2003 MEMBERSHIP REGISTRATION FORM

Yes, I'd like to join the Evergreen Picture Framer'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 Framer's Guild

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Ouestions? Contact Molly Boone, EPFG President (206) 625-0711 or e-mail: mollycof@aol.com

Questions? Contact: Molly Boone, EPFG President (206) 625-0711 or e-mail: mollycpf@aol.com Or contact: Hope Reimer, EPFG Secretary (360) 629-0156 or e-mail reimer@camano.net

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<u>Spring Festival Framing Competition</u> 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

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2004 Framing Competition Info

By Terry Scidmore, CPF of The Mitered Corner

Imagine that one of your favorite customers comes into your shop with a small, glossy black and white photo taken in June, 1954. The photo shows your customers' great grandmother, hair up in a bun, in a flowered dress, sitting on a kitchen chair under some trees. She is holding her seven month old great grand daughter on her lap, and saying something to her four year old grandson, who is standing beside her. The photo is a little blurry, just like many photos taken by amateurs.

Your customer tells you that this is the only photo that she has of her great grandmother. She doesn't want to get copies made and she is interested in having the photo framed to preserve it. She has always loved everything that you have done for her, so she tells you to design something smashing.

You know just what to do! Perhaps you know that your customer has a vintage grouping of black and white photos that you have recently done for her, and you want to tie this one in to that grouping. Perhaps you know that she has a very contemporary house and you will have to tweak your design to make this 1954 photo fit into her home. You remember how Kiyoshi Toda taught a couple of classes on glass mats and french mats - maybe you could do something along that line. Of course, you

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2004 Framing Competition Info Continued

remember Brian Wolf showing how to use cutouts to make name plates - and the customer have you some information about the photo. Then there was Baer Charlton's class on fabric mats - maybe using fabric for part of the design. Could you incorporate proper framing for this photograph as the lid for a photo box that could sit on a table or a shelf? Or could you design a frame that also had a small mirror with it?

You know that black and white images are quite popular with people again, and of course, someone is always bringing in old family photos such as these. Usually the customer thinks that all that can be done is a black and white mat, and a black frame, but you know better. You know a lot better!

This years' competition piece is this small, glossy, black and white photo. The image is about 3 1/2" by 5", so you may be able to use some of those special leftover matboards or moulding that are never quite big enough for other orders! Just as specified by your "customer", you have to keep the photo intact and not alter it in any way. But you can design the heck out of it all the way around it - just so long as you treat it as a family heirloom that can't be replaced. Since we often get black and white photos into our stores, consider using this as a display piece to illustrate what you can do. You could even design it so that you can remove this photo after the competition and insert a black and white photo favorite of your own. Don't forget that there are CASH awards and prize ribbons for the First, Second, Third and Popular Choice winners.

See the print competition rules and judging criteria in this newsletter for more information about entering your framed competition piece.

For information about how to get one of this years "prints" contact: Terry Scidmore c/o The Mitered Corner, 11002 1st Ave South, Seattle, WA 98168 You can also Phone: 206-433-1145 or e-mail: tscidmo@attglobal.net

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HELPFUL HINTS

At the start of a new year may be a great time to rethink the layout of your store. Maybe you've moved your framed pictures around in various configurations and that's always good, but it somehow always looks the same. What to do?

How about making some display space that is different. I have windows in my store that are a couple of feet off the floor. There always seemed to be this dead space in front of the windows. Looking in, you couldn't really see what was down there. And because the way the light comes in there always seemed to be dark spaces so the items were still hard to see.

I went to the local Home Depot or such store and purchased some metal 2x4's. These are really easy to work with and are very strong. I designed a platform and built it using these metal studs. I had the store cut plywood to my configuration and attached that to the top of my platform base. Then all I needed was some sort of covering for it. I chose an interesting fabric and stretched it over the wood and stapled it all around. You could just as easily paint it. I also took some Kapa Bloc and covered it with another complimentary fabric and used velcro to attach panels to the surround. Easy access to a new storage area!

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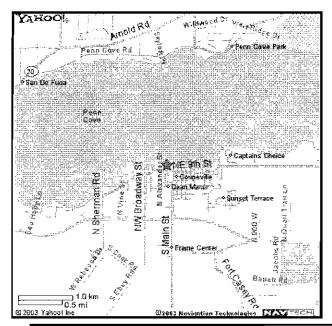
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2003-2004			
JANUARY 13	FEBRUARY 3		
General Meeting Windjammer Gallery	Board 4 Meeting		
MARCH 2	MARCH 21		
Pre-Festival Board Meeting	11th Annual Spring Education Festival & Competition		

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

plan to attend, thanks!



See page two for address changes.

Address Service Requested



