



EPFG

MARCH 2004

Free to EPFG Members
\$1.25 for nonmembers.

**Serving Washington
& Alaska**

Evergreen Picture Framer's Guild

11th Annual Spring Education Festival Embassy Suites, Tukwila

EPFG EDUCATION FESTIVAL

This will be the last issue of the newsletter before the Education Festival. If you haven't signed up yet, get your registration form mailed in so you won't miss this opportunity. The Festival comes around only once a year. It's a day full of great classes along with a lot of fun and extras that are included with your paid registration.

It's not too late to work on a piece for the framing competition. You can still get a print from Terry Scidmore and have plenty of time to create your winning design. See page eight for details about the framing competition and this year's print.

Along with the great classes you also get several "extras" at no additional charge! We have a Continental Breakfast to start the day off right. Then there's the Buffet lunch which includes a great selection of desserts. After the last classes, comes the Social Hour. Everyone gets a free drink with their paid registration. There will be a selection of Hors' D'oeuvres laid out for everyone to enjoy. Other great "extras" for everyone to enjoy;

CLASSES

Canvas Transfers &

Watch Your Back

Preservation Techniques

Your Tool Kit to

Financial Framing Success

Hand Laid Fabric Secrets Revealed

Marketing & Sales Techniques

for Small Business

Hands-On Water Guiding

Kapa Bloc, Sintra & Sintrafix

Designing and Selling

Decoratively Cut Mats

Drymounting Basics

SCHEDULE

8:00 a.m. Sign in

Continental Breakfast &

Turn in Pieces for

the Framing Competition

8:30 a.m. Morning Classes Begin

11:30 a.m. Lunch

(Vote for your favorite

in the Framing Competition)

1:30 p.m. Afternoon Classes Begin

4:30 Social Hour (1 Free Drink)

and Hors' D'oeuvres

INCLUDES

Continental Breakfast

Buffet Lunch (Dessert included)

After Hours Social (Free Drink)

Chance to win Door Prizes

Goody Bag

There will be goody bags given out to each attendee. These will be filled with all sorts of items that have been donated by our Festival Sponsors. In the past we've received some really terrific items. You're sure to get something you can use and will be glad to have. Also, Molly, our current President will be giving away some great door prizes during the luncheon. You won't want to miss out on your chance at one of these. These are always something that can be used and enjoyed by anyone.

Be sure to vote for your favorite in the Framing Competition. You will have the opportunity at the beginning of the lunch break. The Framing Competition winners will get their prizes during the lunch too. Come see who wins and how this year's print has been framed by some talented people in our organization.

I hope you are planning to attend and take advantage of all these great offerings. The location is great, the classes are great and the company's not too bad either. Come get to know other framers from the area.

All the detailed information about the entire day including the classes and instructors can be found in

March 2004 Issue

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 253-279-2598
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Classified Ads
 Free for EPFG Members, \$15
 for non-members.
Display Ad Artwork
 Digital Artwork is preferred.
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Newsletter Ad Copy
& Classified Ads
 Bob Holcomb
 c/o Millennium Gallery
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*Newsletter
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 20th of the
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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, CPF, EPFG President

Hi everyone!

I have been challenged by my boss to be very "managerial" and have been writing an in-depth report on what our frame shop intends to be, what it is, and what we need to do to reach our goals. So while I was writing for him I was inspired to write to all of you. I want you all to think about why it is so important to grow and learn as a framer and why you will want to attend THE picture framing event of the Pacific Northwest. So...my thoughts on competition:

I do not believe that our main competitors are other frame shops. I feel that the main competition in framing is anything that vies for a customer's discretionary income. I am very happy to hold my frame shop up in comparison with any other shop and, while never ignoring what other shops do to attract customers, feel that what we offer can surpass many frame shops in our demographic area. The question is not how to lure customers away from other frame shops - the question is how do we convince customers that they need/want custom framing more than...a fancy dinner for two...tickets to a basketball game...a new tv...the pre-framed artwork or mirror at *Target* (that 100 other people have bought)? Basically, all frame shops have similar, or even the same, products. It's personality, creativity, quality of craftsmanship, and additional services that keep a customer coming in and prompting them to tell their family AND friends AND neighbors AND co-workers about us. Most people in this country DON'T use custom framing, have NEVER used custom framing, but COULD use custom framing if they chose to spend their discretionary income in that way. We need to help them find out about us, so that more people choose to spend their money in our frame shops.

So that's my take on what our competition is. If you want to "compete", adding another talent or skill to your repertoire can only make you more attractive to that potential customer. Learning more about running a business effectively can help you attract that potential customer AND make money. This is why you want to take classes when you can, share information with friends and others in the business, to help compete with everything else that's out there trying to take your "customers" spending money first.

That's why I'll see you all at the *Embassy Suites* in Tukwila on Sunday March 21st. Right?

See you then!

Molly




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Reading Glasses

Submitted by Hope Reimer, Insignia Art Services

“The Art of Selling Art” Second Edition by Zella Jackson Published by Novasearch Publishing. Retail price \$49.95

I was first made aware of this book by a friend who worked for a national art publishing company. She had the opportunity to meet Zella Jackson and I was intrigued by the story of Ms. Jackson's introduction into the world of fine art. It hadn't anything to do with a background in art or years of astute research of artists. In her case it had much more to do with enthusiasm and timing. I'm from the old school that, "Success is where opportunity and preparation meet". So it almost 'bugged' me to think that someone just went for it! Needless to say, after a bit more research, I found the woman to be loaded with brains, thrilled with being a success *and* willing to share her secrets. As the "big box" stores mushroom and we are always (I hope) willing to adjust our sales tactics to increase the bottom line, I dove in.

To begin, a word of warning to those who dislike superlatives. This book is fraught with them. If you can get past the, "Great! Wonderful! Terrific!" and look at what the author is teaching, it can serve you well. Let us be clear, Zella discusses selling art, not up-selling framing. If your shop does not carry art, consider it.

Now for the next hurdle, enter the world of *sales*. Yes, as much as we hate to admit it, we have to sell in order to make the sale. Whatever your take is on how to work with your customers, selling is what you do, now why not spend some time analyzing how you do it? That said, I was almost offended by the phrases "Client" and "Consultant", with scripts that were mindfully laid out for all to read. The steps of selling, all nine of them, followed by: The hard sell, the hard close, the soft close...the chapters go on and on *in detail* how to do it, where to do it, when to do it and who to do it to! To stoop to such tactics seemed, well, *un-framer-like*! Should you really sell out and actually buy into all this? And therein lay the rub. When you consider what you say to clients you will undoubtedly hear yourself - if you are honest - repeating some of the same lines over and over again,

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granted without sounding like a robot. "The Art of Selling Art" hands over the script to multiple situations that take a lot of the guess work out and gives you a plethora of angles you may not have considered. The moment you read the lines they read as artificial text but get past that and practice the phrases in your own style and hear them dance out of your mouth.

Similar to following a detailed recipe that you have fussed over and sweated over the outcome is unknown until you've seen it through. You give it a taste test. *Voila!* Who would have thought those ingredients would have equaled such a dish? So swallow the book - and the not so light price - and kick your art sales into high gear. And remember, every piece of art will be in need of a custom frame.

**Register
Now!**

SUNDAY, MARCH 21

11th Annual EPFG Education Festival
Embassy Suites Hotel 15920 West Valley Hwy
Tukwila WA 98188 Tel (425) 227-8844

On the next pages, you will find the schedule for our 11th Annual EPFG Education Festival. Again this year 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 include a Continental Breakfast, an Awards Luncheon and a Social Hour at the close of classes.

HIGHLIGHTS

Canvas transfers & Watch Your Back Preservation Techniques
Hand Laid Fabric Secrets Revealed
Designing And Selling Decoratively Cut Mats
Hands-On Water Gilding
Framing Competition, Giveaways And More!

As usual, we have a great line-up of classes. We are offering four three hour classes as well as four one-and-one-half hour classes. You can mix and match the classes to satisfy your personal framing needs. Again this year we have Brian Wolf, CPF, GCF of *Wizard International* as well as Grant Smith of the *Canadian Picture Framer's School*. Other instructors include people you know from the Guild and some that are new instructors for us. Please see the class layout for specific details.

Use the Registration form that is inserted with this newsletter.

LUNCHEON MENU

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.
 Includes: Coffee, Iced Tea and Dessert Selections

**SCHEDULE
OF
EVENTS**

Sunday
 March 21, 2004

8:00 AM - 8:30 AM
 - Class Registration
 - Framing Competition
 Turn-In
 - Continental Breakfast

8:30 AM - 11:30 AM
 - Morning Classes
 (See page 6)

11:30 AM - 1:30 PM
 - Framing Competition Vote
 for Popular Choice
 - Luncheon
 - Framing Competition
 Awards
 - Door Prize Giveaways

1:30 PM - 4:30 PM
 - Afternoon Classes
 (See page 7)

4:30 PM - 6:00 PM
 - Social Hour
 - Hors D'oeuvres
 - Includes one free drink
 for each attendee

**For Additional Information
Contact:**

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Hope Reimer, EPFG Secretary
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June Bounds, CPF, EPFG Treasurer
 360-404-2002
 william@williambounds.com

**Framing Competition Information
Contact:**

Terry Scidmore, CPF
 206-433-1145
 tscidmo@attglobal.net

EDUCATION FESTIVAL MORNING CLASSES

8:30 to 11:30 a.m.

**CANVAS TRANSFERS &
WATCH YOUR BACK
PRESERVATION TECHNIQUES**

Instructor
GRANT SMITH, CPE, M Ed.
Canadian Picture Framers School

CANVAS TRANSFERS - As framers we are being asked more and more about canvas transfers. Can your shop offer this technique to your customers or at least describe the process? What are the costs? How is it done? What are the copy-protected issues that arise? Grant will be covering all this and more in a lecture style setting with a complete demonstration of the canvas transfer procedure.

WATCH YOUR BACK PRESERVATION TECHNIQUES - No one wants to be faced with a potential lawsuit! If your shop offers "preservation/conservation" framing, this class is a *must* to make sure you and your employees are practicing sound conservation techniques. Learn how to mount several types of artwork using materials that will not harm the artwork. After this lecture with ample demonstrations, you will feel confident about applying what you learn immediately and you won't fear what might 'bite you in the back' in years to come!

BIO - Grant Smith has owned and operated the *Canadian Picture Framers School* located in B. C. Canada for the past 10 years. The School is not only a teaching facility but a practicing full frame shop as well. The school has drawn students from several countries including Norway, China and Mexico.

8:30 to 10:00 a.m.

**YOUR TOOL KIT TO FINANCIAL
FRAMING SUCCESS**

Instructor
PAM PARE
Larson-Juhl

The form of this class is to create success by giving you the tools and knowledge to have a successful business. Hopefully by the end of this class you will have a financial layout, including marketing, merchandising and advertising options to help make a successful year in 2004.

BIO - Pam has been in the framing industry for ten years, nine of them working as sales rep. for national companies. Her current position with *Larson-Juhl* is Sales/Marketing & Merchandising.

10:00 to 11:30 a.m.

**MARKETING & SALES TECHNIQUES
FOR SMALL BUSINESS**

Instructor
MONTE SOLKOVER
SCORE

Learn about how to successfully sell your products and services. A sound marketing program is critical for a successful small business. Your marketing ideas are welcome in this interactive class.

BIO - Marketer, publicist, copywriter, project manager -- all these talents come together in the person of Monte Solkover, a veteran of almost 50 years in the Ad Wars, who has run his own agency for most of that time. Solkover is currently a SCORE volunteer and chairman of the Marketing Committee.

8:30 to 11:30 a.m.

**HAND LAID
FABRIC SECRETS
REVEALED**

Instructor
BAER CHARLTON, CPE, MPF
Frank's Fabrics for Framers

Learn the secrets of hand laying fabrics of all types--to wrap mats, cover liners, do shadow boxes and more. Learn how fabric will enhance your framing designs and how they can increase your profitability. There are many techniques for fabric that create very unique framing options for your customers. Baer will demonstrate these techniques live.

Baer will have several samples available for viewing showing different techniques for using fabric in framing. Come see the samples and let your framing creativity take over.

Bring your questions to get answers. If you wish, bring problem pieces or some cut mats and fabric to try out for yourself during class while you have the expert help.

BIO - Baer has 37 years experience in every aspect of picture framing. He just passed his final oral exams in Amsterdam, completing and earning for himself the prestigious European designation of Master Picture Framers (MPF) with the Society Picture Framers and Conservators International. Baer has won many competitions with his unusual fabric work and framing. He has lead many discussions and classes on framing with fabric, on five continents and recently gave a lecture on conservation vs museum framing aboard the WindSurf during his trans-Atlantic sail crossing.

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EDUCATION FESTIVAL AFTERNOON CLASSES

1:30 to 4:30 p.m.

**HANDS ON
WATER GILDING**

Instructor
AMBER ANDERSON
Eastlake Galleries

A "how to" beginning look at the techniques, tools and processes used to create handcrafted water gilded frames. A demonstration will be given as a visual representation of the creation processes. Information provided will be utilized during the last half of the class as students take part in the hands-on water gilding processes by creating two final frame samples themselves. The class will be structured as follows:

- "The Basics" lecture
- Process Description
 - Tool terminology of the trade
 - Steps to successful gilding
 - Product pros & cons
- Demonstration of water gilding
- Questions
- Hands-On application & creation of water gilded frame samples.

BIO - Growing up in souther Washington, Amber Ray Anderson found she had a voice to describe her environment by creating artworks including drawings, paintings, photographs and sculptures. Currently Amber holds a *Bachelor of Fine Arts*, which has lead to her present occupation doing fine arts conservation and restoration at *Eastlake Galleries* in Seattle. As the international executive assistant director for the non-profit arts organization, *What is Art? / What is Sound?*, Anderson helps bridge the gap for opportunities between artists in twelve countries.

1:30 to 3:00 p.m.

**KAPA BLOC, SINTRA
& SINTRAFIX**

Instructor
NANCY CATHER, CPF
National Glass Ind.

In this class you will see how using Kapa Bloc can save you time, money and give you the answer to many of your mounting needs. This is the product you turn to when nothing else will do the job.

BIO - Nancy went to work for National Glass two years ago to help service the industry she has come to know and love over the past 28 years. Nancy started framing in the late 70's and was certified in August 1993. She has worked as a framer, shop manager and district manager for a number of companies throughout the Puget Sound area.

3:00 to 4:30 p.m.

**DRYMOUNTING
BASICS**

Instructor
MOLLY BOONE, CPF

Sponsored by Hunt Manufacturing

Come learn all about dry mounting. There will be a heat press in the class and different techniques for using the press as well as the many different types of products available will be used and discussed.

BIO - Molly has been framing for almost 19 years. Molly currently works as Frame Shop Manager at *Seattle Art Supply* where she has worked the past five years. Molly has previously owned her own frame shop in Michigan and has also worked for *Jayeness* as a sales representative and as a framing instructor. Molly is the current President of EPFG.

1:30 to 4:30 p.m.

**DESIGNING AND SELLING
DECORATIVELY
CUT MATS**

Instructor
BRIAN WOLF, CPF, GCF
Wizard International

There are dozens of decorative corner ideas in mat cutting. Why don't they get used more? If they were part of your everyday designs, your enjoyment, your reputation and your profits would all improve.

This class examines the principles behind decoration and the demands of the art. You'll see examples of many styles and techniques plus a new approach to making them work together.

We'll run through several projects. There will be useful ideas for both manual mat cutters and CMC's -- construction hints, applications tips and design variations.

If you use a CMC, you'll see software features and simple CADD alterations that will make the machine work better for you. If you use a manual machine, you'll see ideas, designs and construction tips that will help you be more efficient and make every customer happy.

BIO - Brian began picture framing while a student at Iowa State University, where he received his first award in 1973 for outstanding design student. He has authored three books, appeared in several videos and is a contributing editor to *Decor* magazine. In early 2002 he moved to Seattle to work with Wizard International as their Director of Standards and Training, where he continues to develop his designs for the computerized mat cutter.

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FRAMING COMPETITION

The Framing Competition "Print"

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 years, talent abounds in our area. This year's format will present a different challenge. Read the adjoining article about this year's "print".

It is up to you and your creativity to impress the **judges** with the originality manner in which the print is framed. Please note that your entry's **size** cannot exceed 24" x 24" 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 few EPFG newsletters.

Cash **prizes and ribbons** will be awarded for 1st, 2nd, 3rd and Popular Choice. Popular Choice is selected by the attendees to the Festival at the beginning of the Luncheon.

Entries may be individual or a combined shop entry. Please note that **only EPFG/CPFG** members are eligible to enter the competition. Copies of the Judging, Entry and Description forms **must** be completed and are found in this Newsletter, or contact Terry Scidmore.

This year's "print" for the Framing Competition is an old 5x7 black and white photograph. This should be a fun project for anyone. The piece has to be framed in a conservation way (the customer's only copy and it has to be taken care of). The finished framed piece cannot exceed 24" by 24". You must be an EPFG or CPFG member. Those are the rules! Also be sure to check out the Judging Criteria on page 8. This would make a great piece to hang on your wall to show your customers what they can do with their old photos (everyone has them). Just think, you could also win a prize in the Competition. That means money and a ribbon and an interesting item to hang on your store's wall. Now what could be wrong about that. Someone's going to win, why not you?

Contact Terry Scidmore of *The Mitered Corner* to get your copy of the photo (only \$5 and that covers postage) and get started designing that winner. Terry's contact information:

*Terry Scidmore c/o The Mitered Corner
11002 - 1st Ave. South
Seattle, WA 98168*

\$5 payable to EPFG

**Questions? Get in touch with Terry at:
206-433-1145 or tscidmo@attglobal.net**

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Spring Festival Framing Competition

JUDGING CRITERIA

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

Framed Piece Cannot Exceed 24" by 24" & Must be ready to hang.

OVERALL IMPRESSIONS

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

DESIGN AND CREATIVE ELEMENTS

- * 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.
- * Do the textures (rough/smooth - fine/course) of the mat(s), moulding, etc. go well with each other and with the art?
Do the design and shape fit the subject?
- * Is the framing scale proportionate to the art?
- * Is it a well-balanced presentation, using space to enhance the art?
- * Does the design provide a smooth transition from element to element?
- * Is the period/style of the framing compatible and consistent with the time period (era-circa) of the framed subject matter?
- * Do the creative elements and materials all work together to enhance and/or complement the framed subject matter without distraction?

TECHNIQUE

- * Was the design difficult to execute?
- * Are the materials of the appropriate conservation quality for the art/item?
- * Were a variety of techniques used in the creation of this design?
- * 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


- * Is the glazing clean and free of imperfection?
- * 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.
- * Are all the details finished to the utmost quality?
- * Is the backing proper and complete for the design of the piece?

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Ian Phillips
Sales Representative
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695 Edgewater St. N.W.
Salem, Oregon 97304
Phone: 1-800-872-4445
FAX: 1-503-363-7273
21828 87th Ave. S.E.
Suite H
Woodinville, WA 98072
Phone: 1-800-292-3202
FAX: 1-206-486-4978

Framing Competition Description Form

**CANNOT EXCEED
24" X 24"**

Complete this form (or a copy) and submit it with your entry

**MUST BE READY
TO HANG**

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*

DO NOT PUT ANY NAMES OR STORE

Entry # _____

(Please print)

**INFORMATION ON THIS FORM
OR ON THE FRAMED PIECE**

A NUMBER WILL BE ASSIGNED WHEN THE PIECE IS TURNED IN

This year's entry must be Conservation Framed

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

MATERIALS: (Use generic terms where possible)

*w/
EXTENSION
ARTS*

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

5000

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



Same day service!

2828 4th Ave. S. Seattle, WA 98134
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206.423.6287

Wholesale Picture Frame Supplies

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RAY MILES
Regional Manager

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voice mail:
800-524-0434 Ext. 8429

◀ NURRE CAXTON ▶

Classified Ads

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

SEAL 500T Laminating Press less than 25 hours of use, like new. 26" x 34" Platen.
\$1495 - Call **Ari Step** 360-379-5456

Paper Rolls for Cash Registers and Credit Card Machines 41-rolls of 3" \$1.00 per roll, 50 - rolls of 3 1/8" \$1.00 per roll. All 91 rolls for \$68.00, average retail cost to buy like product is \$2.30 a roll. Also 44 - 2-part carbon rolls 2 3/4" by 85' 75cents per roll or \$25 for all.

Will bring to the Spring Festival in March for easy pick up or can be picked up at my store:

Lake City Picture Framing
14028 Lake City Way NE
Seattle, WA 98125 - 206-363-2100 ask for Lynn

JYDEN Chopper with extension table and Extra Set of Blades. \$1100 - Call **The Gallery** 360-534-0200

Framing Equipment: Morso Chopper with three sets of blades \$800, Oval Master Cutter \$50, Compressor with hoses \$100, Corner Vise \$60, 4468 Seal Vacupress \$1995. **Office Equipment:** Computer/Keyboard approx. 2 yrs old \$100 each, Steel Storage Cabinets w/locking doors \$65, Bookcase \$45, 2 line telephones (3) \$5 -\$20, Credit card Machine Verfone/Omni 3200 \$100. **Fixtures:** Metal Frame sample display \$100, easels \$25-\$30, Mat Storage Cabinets (5) \$75, and MUCH MORE! Contact Frame Design Northwest 1420 NW Gilman Blvd Issaquah, WA 98027 425-392-9727.



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

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Sales representative Mike Ouellet ext. 420

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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

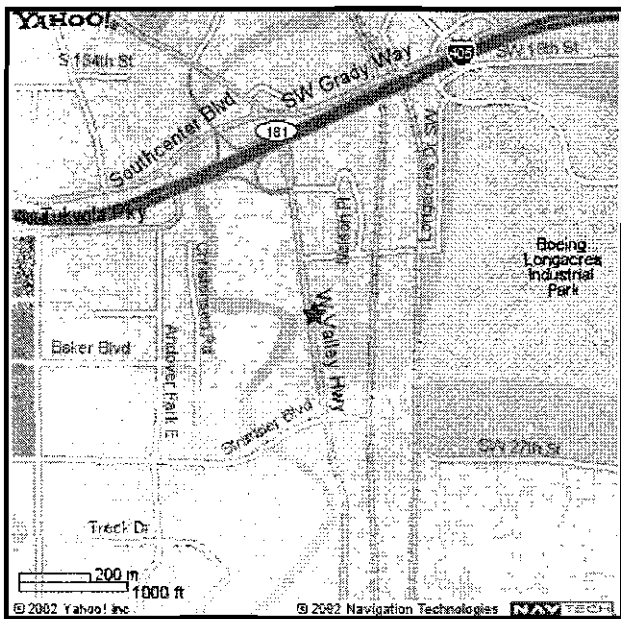
Joe Garitone

800-223-0307 ext.455
Metro Seattle

Pam Pare

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

LARSON · JUHL



2004	
MARCH 21	MAY 11
11th Annual Spring Education Festival & Competition	General Meeting Lake City Picture Framing
JUNE 1	JULY 13
Board Meeting	General Meeting

March 21st

EDUCATION FESTIVAL
Embassy Suites Hotel
15920 West Valley Hwy
Tukwila, WA 98188
425-227-8844
8:00 a.m.

Directions to Embassy Suites Hotel, Tukwila

Going North or South on I-5 take the North I-405 Exit. You will take the first exit on I-405, EXIT #1. Take a right at the light and The Embassy Suites Hotel will be down on the left.

Going South on I-405 take the West Valley Highway Exit, EXIT #1. You will turn right and go under the freeway. The Embassy Suites Hotel is down on the left.

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



See page two for address changes.

PRSR STD
 U.S. POSTAGE
 PAID
 Seattle, WA
 Permit number 1013



ATTENTION: FRAME SHOP

**11th Annual Education Festival
March 21, 2004**



Registration/Reservations/Dues

Early Registration Postmarked by March 5th	\$120.00 Initial Shop attendee; includes choice of classes, luncheon, 1 drink at Social Hour, and EPFG membership. Additional persons from the shop, \$65.00 each. CPFG members, \$85.00 each; includes choice of classes, luncheon, 1 drink at Social Hour PLUS 2004 EPFG Newsletters
Registration postmarked After March 5th	\$150.00 Initial Shop attendee; includes same as above. Additional persons from the shop, \$85.00 each. CPFG members, \$115.00 each; includes same as above

Frame Shop Information

Company Name _____	Contact Name _____
Address _____	Phone () _____
City/State/ZIP _____	
E-mail Address _____	Web Site _____

Registration/Reservations (please list each attendee)

Name _____	Will you attend the Luncheon?	
Class Choices	Yes <input type="checkbox"/> No <input type="checkbox"/>	
Name _____	Will you attend the Luncheon?	
Class Choices	Yes <input type="checkbox"/> No <input type="checkbox"/>	
Name _____	Will you attend the Luncheon?	
Class Choices	Yes <input type="checkbox"/> No <input type="checkbox"/>	
Name _____	Will you attend the Luncheon?	
Class Choices	Yes <input type="checkbox"/> No <input type="checkbox"/>	

Please make your check payable to **EPFG** and mail with this completed form by March 12 to:

Check here if you are disabled or have special needs. Attach description of your needs in order that we may accommodate you.

**Grand
Total**

\$

**Wm Bounds Framing
EPFG Registration
160 Cascade Pl #103
Burlington WA 98233**

Late registrations or questions, call (360) 404-2002 or (253) 279-2598

Aprons will be available for purchase at the Education Festival

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:

June Bounds (EPFG)
William Bounds Gallery
160 Cascade Place, Suite 103
Burlington, WA 98233

Make your check payable to EPFG

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2004 MEMBERSHIP REGISTRATION FORM

Yes, I'd like to join the Evergreen Picture Framers' Guild! Dues are \$55.00 per calendar year (March 1 2004-February 28 2005). 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' Guild

Dues \$55.00
(Includes Newsletter)

Newsletter Only: \$15.00

Gallery/Shop Name: _____
 Address: _____
 City: _____ State: _____ ZIP+4: _____
 Phone(____) _____ Fax _____ e-mail: _____
 Web Site http: _____ Contact Person(s): _____

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