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## *Evergreen Picture Framer's Guild*

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*May 11th General Meeting  
Lake City Picture Framing  
Seattle, WA*

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### POST EPFG EDUCATION FESTIVAL PART 2

This issue will continue the coverage from our Spring Education Festival. I hope you've enjoyed the information and photos provided so far. This issue will contain the final articles and photos from the Festival.

Don't forget, if you didn't attend the Festival and haven't renewed your membership, now is the time. The members packets will be going out soon and you won't want to miss out.

The May meeting will be here before we know it. I hope you plan on attending. It will be a great meeting with demonstrations of *Fletcher's* new ATTACH-EZ devices. The meeting is being hosted by *Lake City Picture Framing* in Seattle. Directions are located on the back cover of this issue.

Speaking of the May meeting, the Evergreen Jackpot is really growing. The Jackpot has grown to an astounding \$175. You could be the lucky winner, but only if you attend. Just a little food for thought!

The Festival was a real success again this year, thanks to all the hard work of the Officers Board members and other volunteers.

The board wants to recognize the work and effort that each of the instructors put into creating their class. Each had something special they brought to the Festival that made the day creative and visually stimulating to all those attending.

The board hopes that as you read the articles in this issue and those in the last issue, that you will recognize the benefits and opportunities that are presented to the attendees each year, and will plan to attend the Festival next year.

With the many varied classes, the door prizes, the Framing Competition and the great food, there's something to make the day informative and enjoyable for everyone.

The board wishes to extend its "Thanks" to all those that attended this year. With your attendance you assured the continuation of our organization and the continuing education of framers in our area.

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### *May 2004 Issue*


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CONTACT INFORMATION

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

Page 2	Contact Info. & Officers
Page 3	President's Letter
Page 4	SCORE class write-up
Page 5	Framing Competition
Page 6	Framing Competition continued
Page 7	Festival Luncheon
Page 8	Festival Sponsors and Photos
Page 9	More Festival Photos
Page 10	Social Hour / Photo Thanks
Page 11	Member Renewal Form
Page 12	Advertisers
Page 9	May Meeting / Reading Glasses
Page 10	Helpful Hints
Page 11	Classified Ads
Page 12	Calendar of Events & Map



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	Molly Boone, CPF Seattle Art Supply	mollycpf@aol.com 206-625-0711
	<i>Vice President</i>	
2	<b>Position Open</b>	
0	<i>Treasurer</i>	
0	June Bounds, CPF William Bounds Gallery	william@williambounds.com 360-404-2002
3	<i>Secretary</i>	
-	Hope Reimer Insignia Art Services	frames@camano.net 360-629-0156
2	<i>Board of Directors</i>	
0	John Ferens FerenSoft	cpfg@ferensoft.com 206-282-1775
0	Kitty Ross Frameworks Gallery	framewrk@pacifier.com 360-425-2042
4	Bob Holcomb Millennium Gallery	exafixer@yahoo.com 425-895-8822
E	<i>Past President</i>	
P	Paul Knoop, CPF	pknoop@earthlink.net 253-279-2598
F	<i>Librarian</i>	
G	Paul Knoop, CPF	pknoop@earthlink.net 253-279-2598
O	<i>Newsletter Editor</i>	
F	Bob Holcomb Millennium Gallery	exafixer@yahoo.com 425-895-8822
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## Our President's Pen

by Molly Boone, CPF, EPFG President

Hi everyone!

Well, it's *really* Spring now! I hope all of you are enjoying this on-again, off-again weather! The weekends have been beautiful! I'm gardening in my new yard, painting shutters and window boxes, and just enjoying my new (well six month new) home! After all it is our first Spring in this house!

As far as business goes, it's *springing* back! I think things are looking up. Business has been great, my assistant has been doing a terrific job, and I'm very pleased with the direction my shop is going in. I hope business is springing back for you, too!

The Education Festival in March was really a great day to remind me that this industry has been around for a long time. I've re-framed pictures that were framed 50 years ago, or more, and am no longer surprised by the methods that were used in the "early years". That was what was standard back then. Even up into the 80's, when I started framing, there was what we would call now a lower standard of framing.

This is why guilds and organization like ours exist. Just to understand how much more we know *now* is really amazing! Education in the industry is a very, very big influence on that. Not only can framers have access to learning about conservation, design and running a business, but now, thanks to our industry and it's commitment to helping us succeed, there are ads in magazines and on Television, informational articles and programs directed to our potential customers so that they are more educated about framing. Not just what looks good and what colors are in fashion, but what quality framing means and what conservation framing is and why framing can be costly but worth it.

All of this, I believe, starts with framers wanting to do the best possible job for their customers. So they join their local framing association, attend meetings and classes put on by their association, they talk with other framers to share ideas and tips on framing and business, they attend seminars with nationally known framing educators put on by their associations and vendors. Kind of sounds like EPFG! And probably every other guild and chapter of framers out there. And guess what? This has been going on for quite a while!

That's why our framing industry has evolved so much. We all want to give our customers the best we can, we all want to learn more so we know what to give them, *and* we all want to make a *living* at it so that we will be here next year evolving some more.

Keep evolving and we'll see you at the next meeting at *Lake City Picture Framing!*

Molly

## 11TH ANNUAL FESTIVAL COVERAGE CONTINUES

On the next pages of the newsletter you will find articles about the luncheon and door prize giveaways, the framing competition with pictures of the winning entries as well as another class write up.

In the center of this issue you will find a photo gallery of some of the day's events as well as a list of the Sponsors of the Festival. This year we had nineteen sponsors and two supporters. Without the generous support of our Sponsors, we couldn't have our Festival.

### SCORE

**Marketing your Business**  
taught by Monte Solkover

On behalf of S.C.O.R.E., Monte Solkover a 35 year veteran of the advertising industry lead an informal discussion introducing us to "The world of marketing". He began with the idea that everyone needs to begin with a marketing plan. A marketing plan defined as *anything* that advances your business. Monte based his discussion on information he has gleaned from the "Guerilla Marketing" series of books that have been popularized over the last two decades. The question, "What can I do for free or with a limited budget?" propelled the group into new ideas and proven methods of increasing business. Starting with a 45-second elevator speech of what your reply is when someone asks you what you 'do'. The cost is nothing except the time you spend crafting your creative answer which reaps rewards every time. The adage, "plan your work and work your plan", brought his very simple and affordable ideas to the table.

*by Hope Reimer  
Insignia Art Services*

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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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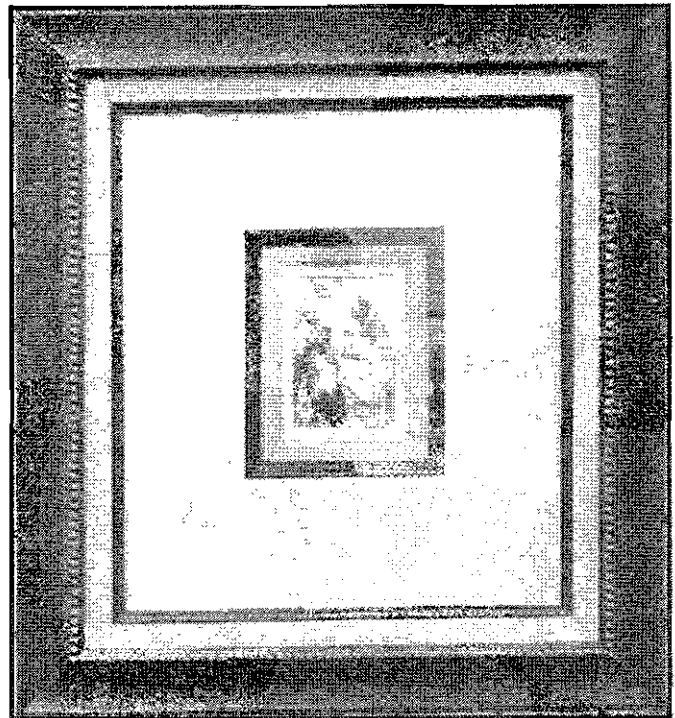
**EPFG 11th Annual Education Festival  
Framing Competition**

The EPFG Education Festival was not only filled with great classes, but also a wonderful Framing Competition. With nine entries this year, Festival attendees had the opportunity to see some really creative entries designed around the required picture - a very small, very ordinary and slightly out of focus black and white photo.

Donna Erwin, *Columbia River Gallery* in Troutdale Oregon (a CPFG member) won both First place and Popular Choice awards. Donna's entry was a smartly designed traditional framing utilizing the colors that were in fashion in 1954.

June Bounds, *William Bounds Gallery* in Burlington Washington (EPFG Treasurer) took second place honors with her elegant octagonal entry. June utilized fabric to create a tiered octagonal effect leading into the photograph.

Bill Bounds, *William Bounds Gallery* in Burlington Washington (and husband of EPFG Treasurer June) won Third place for an art deco inspired piece that utilized mirrored strips cut into a circle and line design that surrounded the photograph and set it off amid a theme of grey and silver.



**Donna Erwin's entry in the Competition.  
Winner of First Prize and Popular Choice!**

cut into the shape of a sun with rays radiating to the frame symbolizing the joy and innocence of youth.

Baer Charlton, *Charlton Designs* (also a CPFG member) delighted us all with the cutest little baby playing peek-a-boo under a mat of bright pink blanket fabric and satin binding. The award winning photo was a perfect counterpoint to the competition photo and reflected Baer's creative personality.

Clyde Brown, *Clyde and Sylvia's Frames-n-Things* in Aberdeen Washington, drew on his memories of his grandmother. He created a simple,



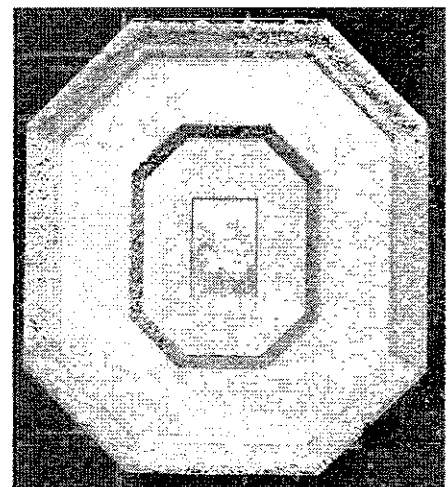
**Barbara Mercer looking very proud of her framing competition piece, and rightfully so!**

Barbara Mercer, *Edmonds Frame Design and Atelier* in Edmonds Washington, created a diminutive framing that accentuated the out door nature of the photograph by displaying it amid a hand-painted silk mat that featured leaves, branches and birds.

Bob Holcomb, *Millennium Gallery* in Redmond Washington, (EPFG Newsletter Editor) utilized textured fabric in shades of greys and white,

**June Bounds entry.**

**June won Second Prize in the Competition with her Octagonal Design.**



**Framing Competition Coverage continued**

sturdy, mid American framing in which he employed an inlaid panel and a fillet to lead the viewer's eye to the photograph. Clyde added an engraved plate to commemorate the photo.

Sheri Kennedy of *Prolam* in Kenmore Washington, created a house of matboard and lace to surround the photograph. Sheri utilized the lamination process to protect the elaborate house design. Everyone admired the unique concept of her entry and the detailed elements she incorporated.

Vicki Adams of *Framing Source* in Port Angeles Washington, crafted a memory shadow box featuring deep cove fabric sides. A collection of shells, rocks and feathers from a vacation long ago set off a doily and the framed photograph mounted in the upper sections of the box.

The EPFG would like to congratulate all of the entrants for an outstanding field of entries.

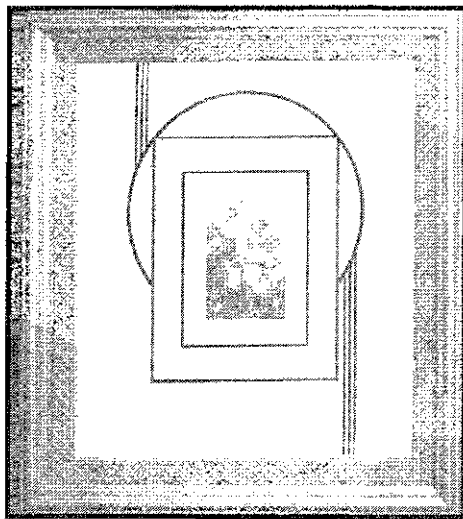


**Sheri Kennedy's entry.  
An intricate and very detailed house.**

*By Terry Scidmore, CPF  
The Mitered Corner*

**Bill Bounds  
entry.**

**Bill won  
Third Prize  
in the  
Competition  
with his  
very creative  
Art Deco  
Design.**



**Congratulations to all who entered  
the Framing Competition.  
Each one a winner  
as far as we're concerned!**

**Vicki Adam's entry.  
A wonderful memory shadowbox.**



## THE FESTIVAL LUNCHEON AND DOOR PRIZE GIVEAWAYS

The Luncheon is always an exciting part of the Festival. First off each attendee gets to vote for his favorite in the Framing Competition. It's always exciting to see the entries and discuss the varying traits of each entry with those close by.

Next, you get in line and make your choices from the great selection of lunch sandwich and salad options, not forgetting the wonderful desserts. Always a real treat.

After setting down and visiting with those at your own table, while enjoying your meal, you can relax a little and anticipate the coming announcements.

Soon thereafter, Molly Boone, our President, gets up in front of the group and starts her spouting off about the various day's activities and what's happening with the Guild in general. We always find out about upcoming meetings and any necessary changes that are coming.



**A view of the lunch line  
with all it's great selections.**

Molly has a bowl with all of the attendees names in it. She uses this to draw names for the door prizes. We had some great door prizes again this year.

Sally Dallas of *Newberg Gallery* won a beautifully framed beveled mirror that was donated to the Festival by *Designer Moulding*.

Laura Thompson of *Pictures Perfect* won a \$50 Gift Certificate to *Costco*.

Beverly Mundt of *Creative Design* won one of the EPFG aprons. The aprons were introduced at last years' festival.

Bob Shanahan of *McDee's Art Center* won a Mini Welder. A great item for joining frames and other related items together.

Vanessa Lynn of *Lake City Picture Framing* won a package of Drymounting products that were being used in Molly's Drymounting class. The generous amount of products were donated by *Hunt Manufacturing* for use in the class and the extra materials were collected to create this door prize.

Ellen C. Hendrickson of *Et Cetera* won a \$50 Gift Certificate to *The Home Depot*.

Sharon Curtis of *Bellevue Art and Frame* won a season Pass to the *Seattle Art Museum*.

Bob Holcomb of *Millennium Gallery* won a new set of matboards and holders that were donated by *Crescent Cardboard*.

Terry Scidmore of *The Mitered Corner* won a beautiful framed beveled Mirror that was donated to the Festival by *AMPF MOULDING*.

Doug Clark of *Lake City Picture Framing* won a surprise door prize. Paul Knoop made a package up of Army Rations. Yeah, I know, it doesn't sound that good, but we had a board meeting and Paul brought these for each of us and we were all pleasantly surprised at how good they really are. A fun and unique door prize, Thanks Paul!

Those were the door prizes. Molly then gave out small Gift Certificates to the Sales Reps that were in attendance. Our gesture to say "Thanks" for all their hard work on our behalf.

*Continued on page 10*



**John Ferens, Barbara Mercer  
and Kaye Kann enjoying their lunch.**

**Thank You  
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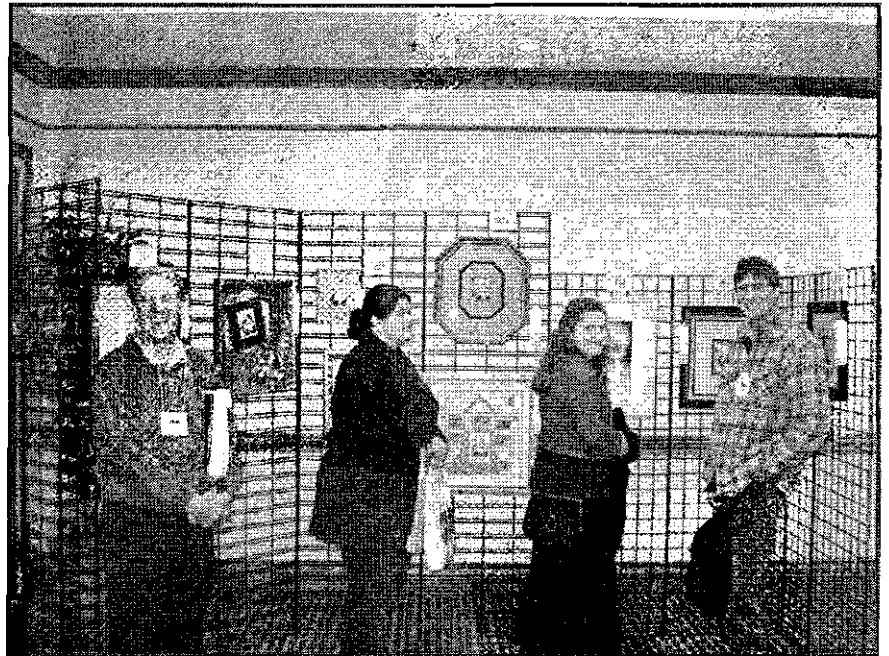
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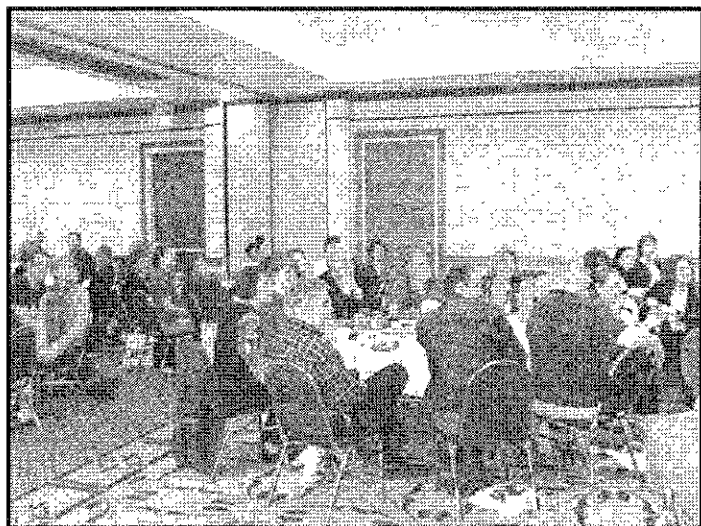
(L-R) Erika Berke and Ben Edwards of CRESCENT CARDBOARD talk with Brian Wolf of WIZARD INTERNATIONAL



Tom Whipple (L) of STUDIO MOULDING with other Festival attendees viewing the entries in the Framing Competition.

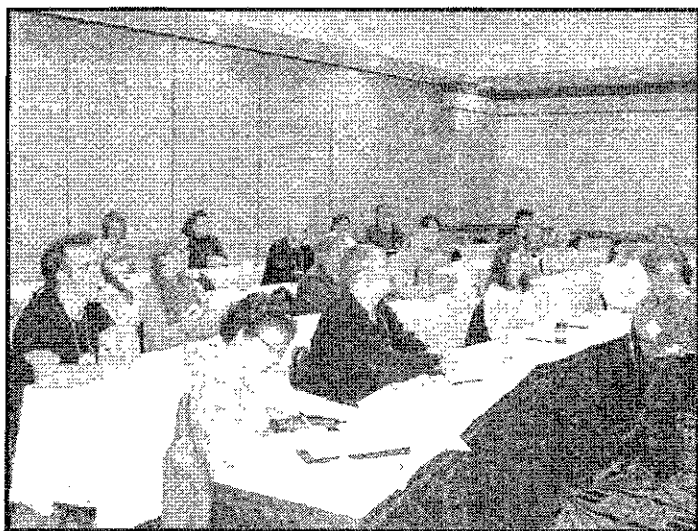


**SOME OF THE DAY'S EVENTS**



**John Ferens (center) of FERENSOFT along with the rest of the lunch crowd listening attentively to our president Molly Boone during the luncheon.**

**The Gilding Class.  
A favorite among attendees.**



**Grant Smith's class.  
Another well attended class**

**The Social Hour  
Drinks, good food and great conversation!  
What more could you ask for?**



## THE FESTIVAL LUNCHEON

### continued

During the Luncheon, Molly also announced the winners of the Framing Competition. If you've already read the article covering the Competition, then you know who won. What you don't know is what they won.

Donna Erwin of *Columbia River Gallery* won First Prize and \$200. Donna also won the Popular Choice prize and a check for \$125 for that as well.

June Bounds of *William Bounds Gallery* won second place with her octagonal piece and she received a check for \$150.

Bill Bounds also of *William Bounds Gallery* won third place and received a check for \$100.

Well done team and keep up the good work!

After these announcements, Molly discussed a few other issues regarding upcoming meetings and events and then the attendees had a little time left over for visiting and enjoying the rest of the meal.



**Our fearless leader, Molly Boone, CPF keeping us waiting on pins and needles for the next Giveaway.**

**Some of the crowd that stayed to enjoy the Social Hour, enjoy the company of fellow framers and the good food.**

## PHOTO THANKS

There were three members that took time out of their day to photo the events for the rest of us to enjoy later. Each one caught fun and informative moments from the Festival and the Framing Competition.

Hope Reimer of *Insignia Art Services* (and EPFG Secretary), June Bounds of *William Bounds Gallery* (and EPFG Treasurer) and Dick Nelson of *Firdale Gallery* were the three that volunteered for this most important task. Thanks for doing such a great job for us!

## THE SOCIAL HOUR

After the day's classes and the luncheon were all but a memory, we still had the Social Hour to look forward to. Each attendee receives one drink ticket with his/her admission. Of course, there always seem to be extras that float around as well, so it's not hard to get another one or two.

The bar opens and the buffet is set up and filled with all kinds of various "finger foods". We had trays of vegetables, buffalo wings, cheeses, and several other items to choose from. There was plenty of good food for everyone that stayed. It's a great time to enjoy visiting with other members that were staying to relax after the day's activities.

There were groups of two, three and up to six or seven sitting around talking about old times and discussing current issues. The groups always seem to mix and mingle and you end up having the opportunity to talk with most of those that have stayed to enjoy the Social Hour.

It's always a great time to sit and relax. The day's classes are over, those volunteering are able to relax as well. The day's work is over and it's all down to enjoying the food and the company.



**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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 William Bounds Gallery  
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**EVERGREEN**

*Picture Framers*  
*Guild*

**2004 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.

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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

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



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## May 11th General Meeting Lake City Picture Framing

This afternoon, I spent about two hours stitching an infernal number of tiny tatted things to a very sheer, pulled thread handkerchief. The handkerchief will be sewn to a fabric backing, becoming the bottom of a shadow box that will include a few tating shuttles. All the while I was stitching, I wondered if the Attach-EZ gizmo that we are going to see demonstrated at the May meeting at Lake City Picture Framing would have made short work of these tiny tatted terrors. Would it be invisible enough to use on the sheer fabric of the handkerchief? Would it be invisible enough that it wouldn't show through somewhere? I certainly intend to bring a few headaches to try it out on! Be sure and join us in May to check out this alternative way to mount.

*By Terry Scidmore, CPF*

Tuesday May 11th, will be your opportunity to see the **Attach-EZ** demonstrated in person. You will also get to see the **Shadowbox Attach-EZ** demonstrated. Bring some small item of fabric and you can try the tool yourself.

It's possible you'll realize that you've really been missing something.

As an added bonus, *Fletcher*, the maker of **Attach-EZ** has sent a special item to be given away during the meeting. You wouldn't want to miss your chance at that either.

The meeting starts at 7:30, but come a little early so you can visit with the other members of our great organization.

See you on the 11th.

You can't win if you don't attend!

**The EVERGREEN JACKPOT  
Will be \$175 at the May Meeting!**

You can't win if you don't attend!

*Reading Glasses*

*Submitted by Hope Reimer, Insignia Art Services*

**"The Framer's Book of Materials and Techniques."  
Published by *Decor Magazine***

Have you ever referred to something as a "what-cha-ma-call-it", "do-dad" or the very professional "thing-a-ma-jig"? When it comes to being a framer it is amazing how many pieces of equipment, tools and artistry items we end up seeing or seeking out. Frederick's book is a wonderful compilation of vocabulary, diagrams, tips and the like. Although slightly outdated on a couple of topics--published in 1990--the book's content is superb. A rundown on the chapters by title, *The Frame Shop, Tools and Equipment, Materials, Supplies, Frame Finishing and Ornamentals, Making a Frame, Matting, Mounting, Fitting, Disassembling Framed Artwork, Color, Care and Handling and Final Stages / Shipping and Hanging*. Try and find all this in one book!

A handy reference to keep in your shop and an absolute must read for people with less than five years of framing experience. Even though I would wager there isn't a single framer who could name and describe every "thing-a-ma-jig" and process discussed.

A footnote: This book is available through the EPFG Library, so check it out!

## HELPFUL HINTS

I had a customer/artist in my store and we started discussing a framing project she was trying to figure out. A complicated design that she would create and adhere onto a unique piece of glass. She wants to build a frame to display the finished piece in an upright position, but the glass would be held up by a framed light box at the base.

During our discussion, we talked about several ideas and looked through my store at examples of mouldings and designs.

As we were looking at one particular moulding, I mentioned that I needed to clean the glass as it had become dusty. She then informed me that I could use a can of computer anti-static spray and that it helps to keep the dust from building up on the glass. She even suggested that I use it on my glass shelving in the store. I've used the anti-static spray for other jobs, but I'd never thought of using it on the glass of a framed picture.

Just thought you might find it interesting and maybe give it a try, I plan to.

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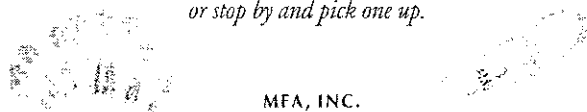
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*To Place an ad contact Bob 425-895-8822 exafixer@yahoo.com Deadline, 20th of the month*

<p><b>SEAL 500T Laminating Press</b> less than 25 hours of use, like new. 26" x 34" Platen. \$1495 - Call <b>Ari Step 360-379-5456</b></p>	<p><b>Framer wanted</b>, Part time to start. Needed as soon as possible. Certified a plus. Days and weekends. Established frame shop in beautiful Port Angeles.  Contact Vicki at <b>360-452-3070</b></p>
<p><b>Paper Rolls for Cash Registers and Credit Card Machines</b> 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. <b>Will bring to the Spring Festival in March for easy pick up or can be picked up at my store:</b> Lake City Picture Framing 14028 Lake City Way NE Seattle, WA 98125 - <b>206-363-2100 ask for Lynn</b></p>	<p><b>Dry Mount Press</b> Masterpicce 350 size 22 x 30 \$1250, Dry Mount Press (Foto Flat) \$675, Paper Cutter 32 x 38 \$150, <b>Jyden Chopper</b> \$1250 Assorted beautiful High Quality Italian Wood <b>Photo Frames</b> (gold, silver &amp; wood) 3x5 to 16x20's, most 8x10's \$2 on up. 10' length mouldins, prices are excellent, plenty of 1/2" to 3" mouldings (gold, silver, wood) <b>Contact: Kathleen Wolfe 206-542-5057</b></p>
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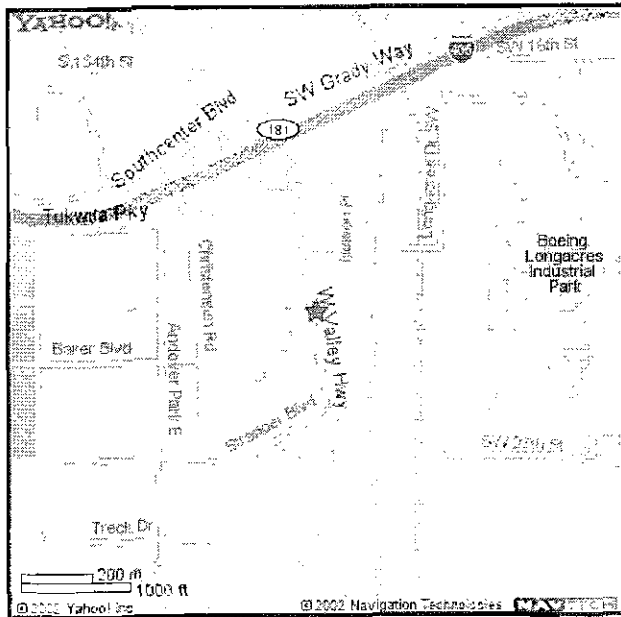
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<b>MAY 11</b> General Meeting Lake City Picture Framing	<b>JUNE 1</b> Board Meeting
<b>JULY 13</b> General Meeting William Bounds Gallery	<b>AUGUST 3</b> Board Meeting

<p><b>May 11th</b></p> <p><b>General Meeting Lake City Picture Framing 14028 Lake City Way NE Seattle, WA 98125 206-363-2100 Meeting Starts at 7:30</b></p>	<p style="text-align: center;"><b>Directions to Lake City Picture Framing</b></p> <p><i>Going South on I-5 take the NE 145th St./WA-523/5th Ave. NE exit, EXIT #175. Make a Left on 145th St. And a Right onto Lake City Way NE. Go about two-tenths of a mile.</i></p> <p><i>Going North on I-5 take the WA-522 Exit towards Lake City Way/Bothell, EXIT #171. Continue on Lake City Way for 3.7 miles.</i></p> <p><i>Lake City Picture Framing is on the East Side of the Street.</i></p>
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See page two for address changes.

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