



EPFG

JUNE 2004

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July 13th General Meeting

William Bounds Gallery

Burlington, WA

Evergreen Picture Framer's Guild

SUMMERTIME IS UPON US

Well, those among you that pay attention or have a good eye for detail, and what framer doesn't, will have noticed that this issue of the newsletter looks a little different than the previous ones. That's right, the newsletter has a new look, both inside and out. The material has been moved around in such a way to make it easier to read and easier to find what you are looking for. The articles will be on pages basically uncluttered by ads whenever possible. That should make it easier to read the articles and hopefully will take less time to do so. Also, this moving around of the constant fixtures, has allowed a larger area to be created for articles. So you can now look forward to either more articles or larger articles. It's a new era, at least I hope it is.

The first thing on the agenda is the May meeting. We met at Lake City Picture Framing in Seattle. Our thanks to Lynn Clark for volunteering the use of her store for the meeting. We had a good turn-out and as usual, the meeting was very informative. Terry Scidmore, of The Mitered Corner found the write-up for the May meeting in a national tabloid. It can be located on page four. The story caused some worry for at least one of our members.

Now on to the next General Meeting. When is that you might ask. Well, if you'll look at the top right corner of this front page, in the box you will see that it states the next meeting will be on July 13th and is being hosted by Bill and June Bounds of William Bounds Gallery in Burlington. If you haven't attended a meeting at the Bound's Gallery, you are in for a treat. Heck, even if you have attended a meeting there, you're in for one. Bill and June always go above and beyond the call when they host. Their store is very well put together and full of great ideas (I don't even think they mind if you copy a few of them yourself, after all, it is the best form of flattery). There is a hint of the meeting topic found inside. There will be more information in the July Newsletter. Be sure to mark your calendars, you won't want to miss this meeting.

The summer is upon us and there are Art Festivals and many other activities going on every week. I hope you plan to get out and see some of the wonderful work that is available in our area. The Bellevue Art Festival will soon be here. Even though the Bellevue Art Museum isn't open at the present, the Festival will be held as usual. If you've never gone, you should consider it. There are many vendors showing their wares and unique craft items for every taste, not to mention the food stands with their own creations. You'll find many artists that do their own framing and others that have it done for them. It's fun to see how others frame unique forms of art. Some don't have any of their art framed, and it could be an opportunity to talk business while you're out.

In the Summer issues of the newsletter, you will find a listing of some of the up-coming events in our area. If you have an event that you would like mentioned in the newsletter, just call or e-mail the newsletter editor. The contact information for the Officers and Board members is still found on the inside front cover.

The summer also bring in the big "Blockbusters" at the theaters. We've already had Van Helsing, Shrek 2 and Harry Potter with many more scheduled. Movie posters and other movie memorabilia can be a great way to attract attention to your store. Many people buy movie posters, then never do anything with them. Why not take advantage of a popular movie and see if you can generate some "movie" business for yourself. As an idea, you could design a somewhat generic frame job that would fit a number of posters and change them out as a new movie comes out. Even if you don't get a sale from the movie poster, you will attract attention to your store and some people will come in to see what else you have.

So get out there and enjoy the summer, attend some of the Art Festivals and other events going on in and around the Seattle area. Also, be sure to set aside some time to attend the meeting in July at the Bound's Gallery in Burlington.

June 2004 Issue

<p>Membership Dues Advertising Payments</p> <p>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</p> <p>Paul Knoop 1054 Berkeley Ave. Fircrest, WA 98466 253-279-2598</p> <p>e-mail: pknoop@earthlink.net</p>
<p>Classified Ads</p> <p>Free for EPFG Members, \$15 for non-members.</p> <p>Display Ad Artwork</p> <p>Digital Artwork is preferred. Submit via e-mail or on disk.</p>	<p>Newsletter Ad Copy & Classified Ads</p> <p>Bob Holcomb c/o Millennium Gallery 16118 NE 87th Street Redmond, WA 98052 425-895-8822 e-mail: exafixer@yahoo.com</p> <p><i>Newsletter Deadline 20th of the month</i></p>

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Seattle Art Supply
mollycpf@aol.com
206-625-0711

Vice President

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William Bounds Gallery
william@williambounds.com
360-404-2002

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Insignia Art Services
frames@camano.net
360-629-0156

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S

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206-363-2100
exafixer@yahoo.com
425-895-8822

Past President

Paul Knoop, CPF
pknoop@earthlink.net
253-279-2598

Librarian

Paul Knoop, CPF
pknoop@earthlink.net
253-279-2598

Newsletter Editor

Bob Holcomb
Millennium Gallery
exafixer@yahoo.com
425-895-8822

**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 \$175 winner in May at the *Lake City Picture Framing* meeting. The Jackpot will be \$200 for the July 13th General Meeting at *William Bounds Gallery*. You could win, but only if you attend.

HOST A MEETING

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.

EPFG APRONS

Did you know that the EPFG now has Aprons available for purchase. You have 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. To purchase one or more, send \$20 for each one plus \$3 postage to: June Bounds (EPFG) c/o William Bounds Gallery, 160 Cascade Place, Suite 103, Burlington, WA 98233 **Make your check payable to EPFG.**



Our President's Pen

by Molly Boone, CPF, EPFG President

Hi everyone!

Molly asked me to take the reigns this month and put her letter together. It's been one of those times when everything that can intersect, you know, kind of like the Bermuda Triangle. I know I've had my challenges the past few months, though business has been better.

I hope you are all having a great beginning to your summer season. It's turning out to be a cool summer so far. Never fear, I'm certain those hot sunny days will be here soon enough.

We had a great time at the May meeting. We had a nice turnout and Lynn and Jack put out a wonderful spread for all to enjoy. The meeting was all about the new Fletcher Attach-Ez and Shadowbox Attach-Ez. We even had special door prizes that were given out that evening.

I hope you are planning to come to the July meeting at the beautiful William Bounds Gallery in Burlington. We always have a great time with the Bounds. They too always put out a great spread for the attendees. At the meeting we will be dealing with the topic of Closed Corner Frames. Bill Mosser has graciously agreed to come take charge of the meeting and teach us a thing or two. Who knows, we may have a door prize or two to give away at this meeting as well. Which leads me into the next subject..

In case you haven't noticed, the EVERGREEN JACKPOT is getting huge. The jackpot has grown to an amazing \$200 for the July meeting. You can't win if you don't attend! It would make the trip way worth it. You only have to be a paid member of EPFG and be in attendance when your name is drawn, that's all. I think even Donoa Thang will show up. If you don't know who that is, you'll just have to read this issue of the newsletter and see if you can figure it out.

Since the EPFG is all about education, it's never a problem to submit ideas for General Meetings or for classes at the yearly Festival. The Board is already working on next years' program. Your input is very welcome and appreciated. The Board tries to offer topics of greatest interest to the members. So, let us know your thoughts.

We hope to see you at the July meeting.

Molly's stand-in
Newsletter Bob

MAY 2004

TINY TATTED TERRORS TACKED!!!!

As seen in The National Perspiner
"For All the News that's Fit to Disbelieve"

On a quiet evening recently, the notorious TINY TATTED TERRORS (recently escaped from The Mitered Corner), were apprehended and subdued by the VALIANTEFFORTS of a group of PICTURE FRAMERS and the ATTACH-EZ!!! Also captured in the roundup were Lynn Clarks' mothers' gloves, a rogue doily the infamous sheer handkerchief often seen accompanying the TINY TATTED TERRORS, an embroidered badge, a stuffed bear and a motley assortment of other RIF-RAF!!!

An unsuspecting EPFG crowd had gathered at Lake City Picture Framing to enjoy a relaxing evening of delicious food and pleasant conversation. Roused from quiet reverie by the SUDDEN APPEARANCE of several kinds of women's kid gloves, Vanessa Lynn (A.K.A. "THE NEEDLE"), LCPF chief attachment expert, rose and brandished a new fangled device called the ATTACH-EZ made by FLETCHER TERRY. Recent developments in ATTACHMENT SCIENCE have led to INCREASING PROFITS by DECREASING THE TIME AND FRUSTRATION needed to subdue and securely dispatch disreputable malefactors such as the TINY TATTED TERRORS!!!

"THE NEEDLE" leaped into ACTION, wielding the ATTACH-EZ with the cool demeanor of a PRACTICED PROFESSIONAL!!!! She quickly TACKED the assorted gloves to a handy suede matboard with small polypropylene tacks inserted along the seam lines and at the base of the fingers. Vanessa held the limp fingered felons aloft, explaining that the tacks could be COLOR MATCHED by using permanent markers. She noted that the SHADOW BOX ATTACH-EZ could be applied to beefier rascals, using markers to camouflage how they were bound, as well!!! AT LAST!!! Picture framers need no longer be the victims of hours of tedious sewing, frustrated by FELONIOUS FABRICS or TRIBULATING TRINKETS!!!!

Seemingly out of nowhere, a variety of hoodlums BURST toward Vanessa. Swiftly she grabbed a stuffed bear and hog tied it with the SHADOW BOX ATTACH-EZ, while Donna Rickman, of Finishing Touches, jumped into the Frey and tacked the bears pudgy paws to the board. John Hughey, of U-Frame-It, lunged toward the hapless bear and tacked the bear's belly. In quick succession, others in attendance SWARMED around Vanessa, securing scissors, eye glasses, pens, doilies and badges. For a short period, the normally sedate

atmosphere of the EPFG gatherings gave way to a FREE FOR ALL, where each attendee gleefully participated in DISPATCHING one scoundrel after another!!! Frank Larson, of Larson Fine Art, a deputized assistant to "THE NEEDLE", un-holstered his U TACH GUN from ROWLEY- a similar attachment device to the ATTACH-EZ. With vengeance, Frank fired off several rounds and was instrumental in adding security backup until his gun was disabled by an addled framer (who had been taken over via evil mind control by the TINY TATTED TERRORS), leaving Frank VULNERABLE in the heat of battle!!!! HORRORS! Emotions were high, and this reporter noticed that even Bob Holcomb, of Millennium Gallery, and Bill and June Bounds, both of William Bounds Gallery, each usually the very example of calm and civilized deportment, were flushed with the EXCITEMENT!!!

Eventually, all of the culprits were captured and SECURED!!! As the crowd quieted and peace was restored, Molly distributed SPECIAL SOUVENIRS of the evening, Paul Knoop, perhaps not so wisely absent from this fracas, missed his opportunity to go home \$175 richer when his name was drawn in the EPFG EVERGREEN JACKPOT. Fletcher Terry provided an ATTACH-EZ and a SHADOW BOX ATTACH-EZ as door prizes for the evening. Barbara Mercer, of Edmonds Frame Design, and Bob Holcomb were the lucky winners of those items respectively.

Tonight, the world rests easy again. THE TINY TATTED TERRORS are no longer a threat! Instead, EVIL has been defeated or at the very least, tacked and hog-tied!!!

Donna Thang
Special Reporter

This article was located and submitted for printing by the very resourceful and not always in control of her mind (understandably), Terry Scidmore of The Mitered Corner

EPFG FESTIVAL CLASS

YOUR TOOL KIT TO FINANCIAL FRAMING SUCCESS

This article will be the final one covering this year's Education Festival. Pam Pare has worked in the industry for ten years, nine of them working as sales rep. for national companies. Her current position with Larson-Juhl is Sales/Marketing & Merchandising.

Pam Pare gave a delightful presentation on new color trends and design. Upon entering the room, the eyes were immediately drawn to a colorful pallet of orange and lime green panels upon which were framed black and white photos in black frames. The use of color was bold yet complimented each other. A ladder had been painted and placed next to the folding panels, which were actually plain doors that had been painted. Glass shelving was placed on the ladder rungs at varying degrees of height. Flowerpots next to framed pictures on the glass shelves finished off the bold look. Pam reminded everyone that the total cost of the display was less than \$200 and did require time to make, but the results were fantastic and worth every bit of time to assemble. Just painting a new color on the doors could also easily change it.

Pam talked to us about Embracing Color; to use bold accents, layered colors from whimsical to sophisticated; decorative finishes such as faux painting. Next was Natural Elegance; a sophisticated and more refined Country that is casual and comfortable, warm and inviting and shabby chic. This is accomplished with whitewashed furniture, soft colors, earthy tones, accessories and themes inspired by nature, wood grains and textures such as linen, lace and denim. New Formality came next with formal and elegant, ornate, symmetrical and romantic detailing. And last were Urban Mix; modern, industrial loft style, black, white and shades of grey, global inspirations, eclectic decorating schemes.

We were provided with a 12-month calendar of merchandising ideas and tools for displays for the store.

The last part of Pam's presentation was the lively discussion on Retail Frame Show Pricing for Profit. We talked about loss leaders, coupons, pricing too high and pricing too low. We need to know cost of goods (COG), how to read your income statement, gross profit, percentages and best of all CDB or better known as Cost of Doing Business. Math scenarios were given and I couldn't wait to get back to the shop to figure this one out. While I thought I knew quite a bit about how to run a business, I had never taken it down to the "Cost of doing

business on an hourly basis". This was quite insightful after I did the figures for my own store. It really does make sense to look at the overall picture and the retail price of every item. These tools have helped me to increase my average ticket price.

Thank you Pam and Larson-Juhl for a wonderful class at the Evergreen Picture Framer's Guild Festival.

*By Lynn Clark
Lake City Picture Framing*



A view of the display created by Pam Pare for her morning class. The panel on the left was painted bright green and the one on the right a vibrant orange. The ladder painted pink arranged with flower pots and framed pictures on it.



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MAY 2004 GENERAL MEETING

ATTACH-EZ & SHADOWBOX ATTACH-EZ

Our last meeting held at *Lake City Picture Framing* was quite the event. The evening was warm and inviting. Lynn and Jack prepared Almond Poppy Seed Chicken Salad, Shoe Peg Corn salad and a Spinach salad. This was accompanied with a platter of jumbo shrimp with Jack's homemade cocktail sauce. A basket of fresh baked Como bread was ideal with the many salads. The food was excellent, the conversation was flowing like a river and it was a nice time to relax before the presentation.

Vanessa Lynn of *Lake City Picture Framing* gave a wonderful demonstration of the ATTACH-EZ tool and the new Shadow Box gizmos. She showed us how to install the needles, how to use which needles on which projects, the different substrates to use for backing, how not to break needles, and the ease with which to use the new flexible strings and plastics for the shadow boxing. She had colored the "nibs" to show us how to camouflage the plastic ends. Each attendee was able to actually use the tools and get a good "feel" for how the instrument works.

Best of all, the *Fletcher Terry* company had sent two complete kits that were given away that evening.

So if you didn't show, you missed out on many great things, good food, great friends in the framing business and your chance to win a great new framing tool.

*By Lynn Clark
Lake City Picture Framing*

EDITOR'S NOTE

The previous article was submitted after the article by Donoa Thang had been accepted for publication. It is apparent that Lynn was afraid the meeting at her store would look more like a joke if she didn't submit "a more realistic" (her words) telling of the evening's events. If you didn't attend you'll just have to wonder which of these two stories is the "real" one. Those of us that did attend know the truth (and have the scrapes and bruises to prove it).

JULY GENERAL MEETING WILLIAM BOUNDS GALLERY BURLINGTON

The meeting for Tuesday July 13th will be held at *William Bounds Gallery* in Burlington, WA. The subject of the meeting will be **CLOSED CORNER FRAMES**.

The meeting begins at 7:30 p.m. Bill and June ask that you RSVP if you plan to attend so that they can be sure there is plenty of seating and food available for everyone. The Bounds always have good attendance at the meetings held in their store (due to their kind hospitality and wonderful food). Come see for yourself.

You can contact the Bounds at
william@williambounds.com
Or by calling 360-404-2002

2004 MEMBERSHIP REGISTRATION FORM

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



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Questions? Contact Molly Boone, EPFG President (206) 625-0711 or e-mail: mollyepfg@aol.com
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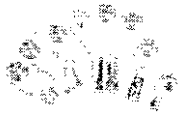
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LOCAL
EVENTS

EDMOND'S ART FESTIVAL & BELLEVUE ARTS & CRAFTS FAIR

EDMOND'S ART FESTIVAL

The following information was taken from the Edmond's Art Festival Website. The hours for the festival are: 10a.m. to 9p.m. Friday and Saturday, 10 a.m. To 6p.m. Sunday. The address is 7th and Main Street in Edmonds, WA. Go to www.edmondsartsfestival.com for more information and directions.

Father's Day weekend (June 18-20) will mark the 47th "Celebration of the Arts" in our beautiful waterfront community. The festival is the result of countless hours donated by dedicated volunteers.

At the heart of the festival, are the artwork booths featuring more than 240 artisans. The artwork booths are located on the east and west sides of the Frances Anderson Cultural Center.

Inside the Center, you can view the Gallery Exhibition of fine arts and crafts, as well as, an exhibit by the 2004 limited-edition poster artist, Jennifer Bowman. In addition, you will find exhibits of artwork by students from the Edmonds School District. This nationally-recognized program is unique to our festival.

On the west side of the Center above the Edmonds Library, you will find the Children's Plaza. Children can participate in hands-on activities, and special art projects, or choose among a variety of entertaining performances on the Plaza Stage. In late afternoon and evening, families can enjoy the soulful sound of Jeanette Alexander or listen to Rebecca Helmer, composer of over 50 original songs.

East of the Center on the main stage, we present an exciting line up of artists, including 2003 Grammy award winners for best new age album, Tingstad and Rumble.

And not to forget...the fabulous festival food! Chocolate covered strawberries, blackened salmon on a bed of Caesar salad, ears of corn...yum!

BELLEVUE ARTS & CRAFTS FAIR 2004

July 23, 24 & 25 will be this year's festival held in downtown Bellevue, located at Bellevue Square.

Formerly know as the Pacific Northwest Arts & Crafts Fair and Bellevue Art Museum Fair. The Bellevue Arts & Crafts Fair has been in operation for 58 years. The mission of the Fair is to provide a vital encounter between artists and the community through an annual festival which celebrates excellence in art. Artists sold \$1.4 million worth of artwork in 2003. In addition to

outstanding artists' booths, the Fair includes demonstrations, Kidsfair, food and performing arts. The Fair is the largest fund-raising event for the Bellevue Art Museum.

In 2003, 300,000 people attended the Fair including collectors, museum representatives, buyers and NW families.

Along with the Fair is "The Sixth Street Fair" featuring commercial crafts, clothing, dolls and home accessories and is organized by the Bellevue Downtown Association. There is also "The Rest of the Best" offering an impressive section of Northwest arts and crafts and is organized by the Northwest Craft Cooperative in Seattle.

For more information on the Fair go to: www.bellevueart.org and follow the instructions. There is information on parking and directions to the fair.

ADDITIONALLY

It seems that every weekend there is something going on in the greater Puget Sound area during the Summer months. Be sure to at least take advantage of the events that are near your home, and several are well worth the travel to see.

Many local events have information available on the Internet. Some of the other up-coming festivals to look out for are; Redmond Derby Days, Fremont Street Fair, Issaquah Salmon Days and Seattle Bumbershoot to name only a few.

There are ongoing festivities in many cities like Saturday Markets offering local produce and giving local artists the opportunity to display their creations on an on-going basis. The Sand Point Antique Market is held every other month on the First Sunday of that month.

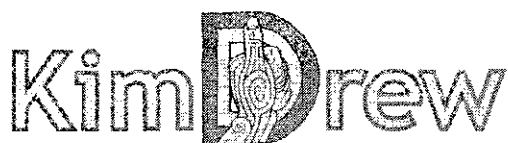
There are also the Everett and Midway Swap meets for those that are interested in a much more casual (or should I say used) and eclectic mix of product.

So, get out that newspaper or log on to the web and see what's available in your general area. Get out and enjoy the nice weather while we have it. Spend some time with friends and family and get out of that frame shop for a while. You'll be glad you did.

If there is an event you would like mentioned in the newsletter, contact the newsletter editor at cxafixer@yahoo.com. The deadline for the newsletter is the 20th of the month. All submissions are greatly appreciated. See you out there!

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HELPFUL HINTS

Since summer is upon us again, it might be time for you to focus on the outside of your store. If you have planting beds or pots by your store, are they being cared for? Do the plants need to be replaced? If you don't have any pots sitting out front, can you put some there. A little color never hurt to attract attention. Though it doesn't cost much to do and the maintenance is nominal the return is great. Your store is more appealing and you are able to get out of your store for a while.

While you're out, be sure to check the windows. It probably wouldn't hurt to wash them down and have the view into your store clear and unobstructed.

Check out all your signage and be sure that it's clean and any lighted signs are working properly.

It never hurts to work on that "Curb Appeal".

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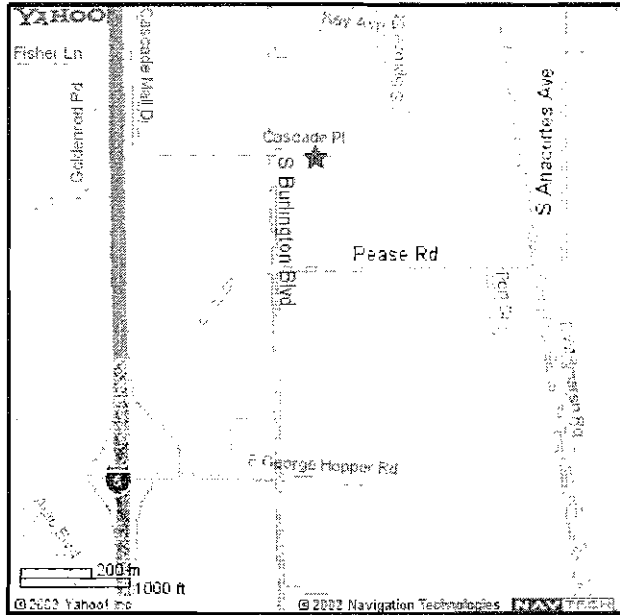
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2004	
JUNE 1 Board Meeting	JULY 13 General Meeting William Bounds Gallery Burlington, WA
AUGUST 3 Board Meeting	SEPTEMBER 14 General Meeting PROLAM Monroe, WA

July 13th General Meeting William Bounds Gallery 160 Cascade Place, Suite 103 Burlington, WA 360-404-2002 Meeting Starts at 7:30	Directions to William Bounds Gallery <i>From the I-5 take the George Hopper Road Exit. Go East onto George Hopper Road. Travel to South Burlington Boulevard and make a Left. Go to Cascade Place (By Schuck's Auto) and make a right. William Bounds Gallery is on the right.</i> <i>Please call or e-mail the Bounds if you plan to attend so they can plan ahead. E-mail www.william@williambounds.com</i>
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Evergreen Picture Framers' Guild
 6523 California Ave. SW #104
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See page two for address changes.

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