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The Offset Corner

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## Evergreen Picture Framers' Guild

### NOVEMBER MEETING AT THE OFFSET CORNER

We had a great board meeting in August. We met at the Barnes and Nobles bookstore in University Village. It was the first time we've met there. It was fun. A nice environment, not too busy and we were able to get a lot of work completed. It is air conditioned and that was welcome too. Not to mention that there is food available as well. So all our basic needs were met. And afterwards, we could browse the bookstore if we wanted. Some of us did. Now does that sound so scary? That's a typical board meeting. We meet, business is discussed. Issues are looked at and we see how progress is being made. We also find out what's been going on with each other. You're welcome to join us. The Board meetings are open to all members of the organization.

The September meeting was great fun. The newsletter was delayed getting out and then had to be reworked due to the delay and not being out in time for the September meeting. Hope you were able to remember the meeting date anyway and attended as you'd planned. We had a great turnout. What a great facility PROLAM has. Look for the write up about the meeting in this issue.

The November meeting is being hosted by *THE OFFSET CORNER* in Snohomish. Those of you who attended the previous meeting held in Snohomish will remember what a great place Laurie Cole has. If you have any questions about how to get to the location, Laurie's phone number and e-mail address can be found on the back page of this newsletter. You won't want to miss this meeting!

The Officers and Board members have been hard at work on the next Education Festival scheduled for March 23rd, 2005. If you have any ideas about classes, instructors, or if you'd like to instruct a class, please contact any of the Officers or Board members. We'd really like to have your input. The larger the pool of information we're able to draw from, the better the Festival is able to be.

The next couple of months should be busy ones for all of us. The holidays are upon us once again. It's time to think about holiday decorations and other items that will draw in those customers. Maybe this is the year you get out and put up a bunch of lights on your store front. I know it's worked wonders for me in the past.

I have a business neighbor that I work with and we usually coordinate our decorations. The last couple of years, she and I have gotten out and decorated the entire building that our businesses are located in. It's something that can't be missed. We talked with all the other business owners and got each to donate a certain small amount for lights, extensions cords and timers. Then the two of us got out one day and put all the lights up and connected the lights into each individual space and set the timers. When all was said and done, there were almost 10,000 lights on our building. I know it sounds like a lot, but spread out over six businesses it's really not. We usually leave the lights up through the end of January. We always get lots of compliments and new customers stopping in to see just what we've got to offer. It never hurts to draw attention to your business, and this is one great way to do just that.

Now's the time to start planning such a project. Get it done before the mad rush is upon you.

Another fun thing to plan; How about an Open House. I've recently had one and I did it in conjunction with a fellow business. I've done a lot of work for the business next to mine. The owner has been expanding her space and decided to have an Open House to show off the new expansion. She insisted that I be involved since I had helped so much with the construction and have framed many items in the business. I found several ways to use framing in unique projects throughout the space. We even used a frame to surround the new opening between her existing space and the new space. We also used the same moulding to frame out a new built in bookcase. This kind of exposure never hurts. There's a larger article about this subject in this issue.

**October 2004 Issue**

<p><b>Membership Dues</b> <b>Advertising Payments</b></p> <p>June Bounds, EPFG Treasurer c/o William Bounds Gallery 160 Cascade Place, Suite 103 Burlington, WA 98233 360-404-2002 e-mail: <a href="mailto:william@williambounds.com">william@williambounds.com</a></p>	<p><b>Change of Address</b></p> <p>Paul Knoop 1054 Berkeley Ave. Fircrest, WA 98466 253-279-2598 e-mail: <a href="mailto:pknoop@earthlink.net">pknoop@earthlink.net</a></p>
<p><b>Classified Ads</b></p> <p>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 &amp; Classified Ads</b></p> <p>Bob Holcomb c/o Millennium Gallery 16118 NE 87th Street Redmond, WA 98052 425-895-8822 e-mail: <a href="mailto:exafixer@yahoo.com">exafixer@yahoo.com</a></p> <p><i>Newsletter Deadline 20th of the month</i></p>

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**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 had a winner (June Bounds of William Bounds Gallery) at the PROLAM meeting so the Jackpot will be \$25 for the November 11th General Meeting at THE OFFSET CORNER. 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!

It's fall already! I can't believe it! The holidays will be here before we know it. It's time to get ready for them now, before it's too late. We've got several promotions at work that we've been working on for the holidays. Now's the time to plan those special holiday events.

We had a great turnout at the meeting at PROLAM. Thanks so much to Fred and Renee Miller for hosting the meeting. Fred gave us a detailed history of lamination with examples and afterwards demonstrated how their laminating equipment works for the group as well. What a great time we all had.

Well, the board is continuing to work on the Education Festival, also known as the Spring Fling. We've got a lot of great classes that we're working on, and something pretty exciting that we're working on with Larson Juhl to make the weekend the best ever! Watch for more details in the upcoming newsletters.

We still have a lot of work to do to get ready for the Festival. We have lots to do before, during and after. Give us a call or stop in at a board meeting. It's time to give the past officers a rest, but unfortunately for them, they're the only ones that have offered their services. I would like to invite you all to "buddy up" with one of these awesome people and learn what it is they have "perfected" in the last few years. They have worked out all the kinks for us and just need someone to show it to. I'm sorry, but I will not do it all! I need some helpers! You can come and learn from the "masters" and learn what it takes to run this organization. Use them as mentors. They will be happy to share their wisdom with you. It's time, also for you to share with us. Your experience, your knowledge, your expertise. All of you have gifts to offer. I like gifts! Bring 'em on! Especially those of caring for our industry and the people in it. We, the framers of the Pacific Northwest, will continue to lead...the industry as a whole and the framers in the area!

OK, OK, OK I'm done! I love you all and wish you a profitable holiday season - and an even better after holiday season! See you in November at the OFFSET CORNER!

Happy Framing!  
Molly

SEPTEMBER 14TH, 2004 GENERAL MEETING

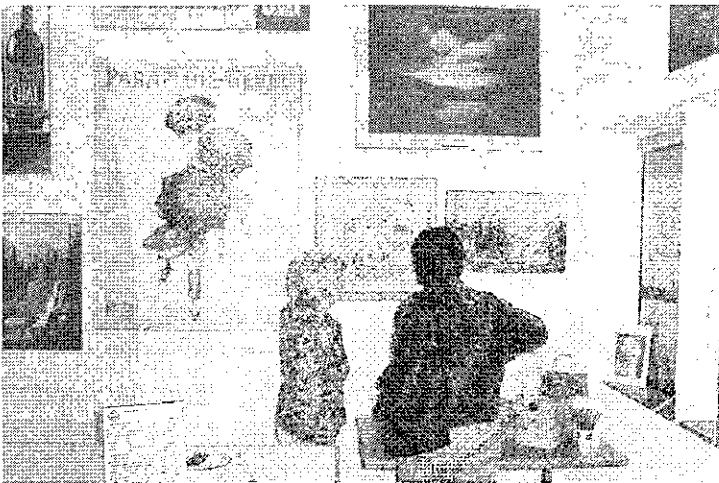
## **PROLAM hosts a meeting to be laminated in time!**

The evening started out nicely. As I arrived at the meeting location, PROLAM in Kenmore, I found the lobby area full of EPFG members talking and enjoying the great spread of food that was laid out. Lots of fresh fruit and vegetables among other various tasty foods.

The lobby area was full of examples of lamination. From small to large and everything in between.

As time went by, the group grew and grew. It was great to see so many members show up for the meeting! It was an exciting evening and the education part of the program hadn't even began.

Molly arrived and started the program off by covering a few details and handed the stage over to Fred Miller. Fred then gave us a detailed description about the art of lamination.



**A view of the lobby at PROLAM. Renee Miller (L) discussing the Framing Competition piece and other laminated examples displayed on the walls.**

Many examples of the laminating process were passed out through the audience. Each member had a chance to examine the samples and ask questions. These types of examples always open the door to lots of opportunity. Ideas start to flow and new products and projects are born.

I found it interesting that Fred and Renee had a jigsaw puzzle that had been laminated. It was hanging in the lobby. I couldn't imagine how that was done. Fred explained the process and it makes perfect sense. What a great idea and something unique to offer our customers. You won't have to worry about that puzzle coming apart and needing to be redone!



**A view of some of the food available for the members. June Bounds, EPFG treasurer and Barbara Mercer acting up in the background. (Didn't they know that Renee was *right* there!!)**

With questions being thrown at him by the audience, Fred skillfully answered each one, often giving a piece of history along with the answer.

Many of the examples passed around were objects that were test pieces or items done for an employee. That's a great idea for all of us to remember. If you have an idea, don't wait for someone to bring you something, use the idea to frame something up to hang in your store, either for sale or for your own enjoyment. You can show or display it to your customers as the need arises.

Fred also demonstrated how to peel off the image from a print after it's been laminated. This comes in handy for a multitude of projects and problems. This is the technique used with the jigsaw puzzle. That way there isn't that thick layer of cardboard to deal with, only the image of the puzzle. That makes the edge on the laminated item look clean and professional.

After this part of the meeting was over, Fred showed us how the press works and then took us over to the edging machine. That was a really interesting part, to see him feed the items into the machine and the finished product would come out the other end. Who knew?

All in all, it was a great evening filled with information that each of us could take back to our stores and implement right away. The holidays are here and we now have a few more ideas to offer our customers.

## UPCOMING MEETINGS

### NOVEMBER'S MEETING Hosted by THE OFFSET CORNER

Get ready for the meeting in November (it's the 9th) as well. It's being hosted by Laurie Cole of *The Offset Corner* in Snohomish. Laurie has hosted before, and for those who weren't able to attend, this is your second chance to see Laurie's great shop. Watch for meeting information and directions in the upcoming issues of the newsletter.

We've worked on the subject of this meeting and found something different, and something that we've not done before! Stay tuned for more details.

### JANUARY'S MEETING Hosted by "YOUR NAME HERE"

The January meeting has no location decided yet. We do have a back-up plan in place, but if you would be interested in hosting the January meeting, now's the time to let us know. We would love to see your shop and get to know you better. Contact any officer or board member listed on the inside cover of the newsletter.

The guild pays \$100 to help offset the cost of hosting a meeting.

### EDUCATION FESTIVAL March 23, 2005

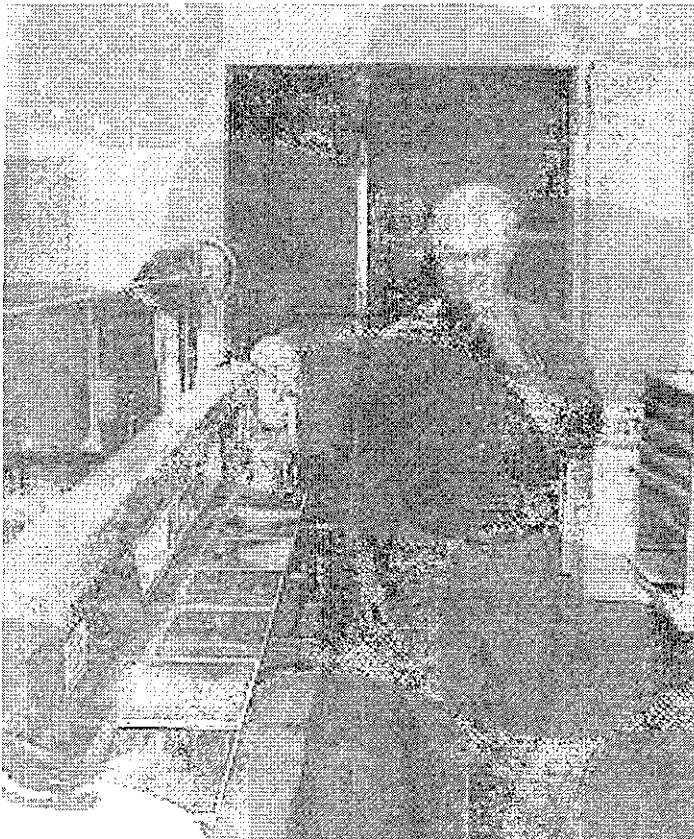
The Education Festival planning is well under way. The Officers and Board members have been hard at work with deciding classes, teachers and some extra exciting events to co-incide with the Festival

Details will be included in the upcoming issues of the Newsletter.

The Education Festival will be on Sunday March 23rd, 2005. The location will be the Embassy Suites in Tukwila as it has been in recent years. Mark your calendars now, so you won't miss out!



**Fred Miller showing the group how to  
remove the image from a laminated piece.  
Neat stuff!**



**Here Fred is demonstrating the edging machine.  
The items are lined up and come off the end  
having had one edge beveled and painted all  
in the same step.**



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### Sales Reps moving around! Isn't that their job? Not exactly.

I thought it would be a good idea to let everyone in on the changes that have taken place with some of the companies our members use.

As most of you know, Diana International has stopped selling to the local shops. This meant that Virginia Cogdell was out of a position. Those of you who attended the meeting at DIANA INTL. will remember Virginia. She was our host speaker that evening. She gave us a background on the company and then took us on a tour of the facility.

Well, you'll be glad to know that Virginia has now taken a position with STUDIO MOULDING. She is now the local sales rep. So you'll still get to see Virginia when she stops by to show you what's new at STUDIO.

But, Tom Whipple is the Sales rep for STUDIO, isn't he? Well, yes, he *was*. Tom has taken a position at NATIONAL GLASS in Woodinville. Tom is replacing Nancy Cather who took a job working at a frame shop/gallery. Tom has already been by my store and I'm sure he'll be in to see you soon as well. So don't be surprised when he says he's now working with NATIONAL GLASS.

D J WHOLESALE has a new sales rep as well. Diana Lunan has taken the position that Heather Schelling had. Diana is in the area and introducing herself to all of DJ's clients.

The contact information in the newsletter has been updated to reflect all these changes.

### New EPFG Board Member

The Officers and Board members want to welcome Tom Whipple as our newest Board member.

Many of you will know Tom from his work with STUDIO MOULDING. Tom has worked for STUDIO for several years and has recently moved over to NATIONAL GLASS as was mentioned in the article next to this one.

Since Tom has made this change, he's in our area full time and will be available to the Guild on a regular basis.

### EPFG Library

The Library is now being handled by our President Molly Boone. Molly has all the Library materials in her possession. So if you are interested in checking out any of the various booklets, books or videos that the Guild has to offer, just contact Molly. Her contact information is:

Mollycpf@aol.com  
206-625-0711

A listing of all the library materials can be found in the Member's Directory. If you're a member of the Guild and don't have a copy of the Directory contact any of the Officers or board members. Contact information is found on the inside front cover of the newsletter.



### 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.

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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  
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## Get Ready for the Holidays!

**You just as well, you can't avoid them, nor should you want to.**

Well, as I've mentioned in this issue before, the Holidays are upon us once again. As this is the busiest time for most of us, we need to make the most of the opportunities we have to expand our sales.

As I've also mentioned, I recently had an Open House in my store. It was something that I started working on a couple of months ago. One of the neighbors next to my store has been expanding her business. We did a dual Open House and used the opportunity to have carry over attendance. Many of her customers came into my shop and many of mine went into hers. It's a great way to make the event more successful.

My friend, Catherine, and her practitioners offered a discount for services that were scheduled the evening of the event. It was a great way for some of the newer practitioners to book appointments and be introduced to some of the other practitioner's "regular clients" as well.

I decided to invite a couple of local artists that I've know for a few years now. I also invited a local portrait/wedding photographer as well. Each of these people had clients and friends that were invited.

Of course, I always think there will be lots of time to get everything done. Of course, there are all of those pesky details that often pile up at the last minute. The day of the event I found myself stuck in the front of my shop rearranging all the artwork and gift items to make room for the numerous pieces the local artists had brought in. This filled up my shop nicely and made a better display for everyone.

It's always a lot of work, but I find that it's also a great way to get my store organized and ready for a busy season like the one we are just entering. Everything looks fresh and more appealing. As expected, I'd also framed up new items for the store and brought in numerous new gift items as well.

When I attended the Seattle Gift Show in August, I planned to have all the items delivered before the Open House. I made sure that all the product was unpacked and priced so that when the time came to rearrange the store, I could easily get the job done and not be constantly having to break my rhythm to unpack or price something.

It always amazes me how even the items that I've had for a while will look new with fresh new items placed around. Sometimes just moving a picture to a different wall makes all the difference as well.

I have three different colors on the walls in my store. I did this for a couple of reasons. First I wanted the room to have a different feel. Not a boring samey samey.

The second reason for having the different colors was to have a different palette for the artwork to hang on. Even though the three walls are not that different in color, they are different enough to make a statement.

Each of the colors works well with all the artwork that I display, but I do find that often one of the three works a lot better than the others.

Of course, lighting also makes a great difference as well. As with all events that I plan, I have to replace burned out bulbs and re-direct the spots to maximize the impact of the art. All these things take time, but pay off in the long run. My store looks well maintained and that only helps to sell the items, and that is what we're all in this for.

So, it's not too late to plan an event and get ready for the holidays. I've another event that I'm working on that will happen late November. It will be more related to unique gifts for friends, teachers or that holiday party you've been invited to. Everyone wants to give something that is special, will be remembered and doesn't cost an arm and a leg.

I'm planning to use the postcard idea again to advertise this special event as I did for the Open House. Details about the postcards can be found in the Helpful Hints section of this newsletter.

I hope you will have a great holiday season and take advantage of the opportunities you have around you. Sometimes you just need to look with a different eye, and you'll see something you didn't realize was staring you in the face.

### **DECOR Top 100 Art and Framing Awards**

Decor magazine announced the 2004 Top 100 Art and Framing Awards recently. Among the winners were some of our own Pacific Northwest businesses. Congratulations to *Americana Frame*, Portland, OR, *Art Heads Custom Framing*, Lake Oswego, OR, *Catherine MDeWitt Custom Picture Framing*, Freeland, WA, *Finer Frames*, Meridian, ID, *Framed Art Studios LLC*, Portland, OR, *The Great Frame Up #559*, Spokane, WA, *Timber Stand Gallery*, Sandpoint, ID, *Wallflowers Framing Gallery*, Canby, OR and *Windjammer Gallery and Custom Framing*, Coupeville, WA. Congratulations to you all!

This information can be found on page 54 of the 2004 October issue of DECOR.

*by Terry Scidmore*

## You've Been Framing Me Up...

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**FRAME SQUARE SAW**, extra motor and blade included  
\$1200 - **C & H OVAL CUTTER** 24" X 36" Excellent  
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**SEAL 500T Laminating Press** less than 25 hours of use,  
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**Jyden Chopper** \$1250  
Assorted beautiful High Quality Italian Wood **Photo  
Frames** (gold, silver & wood) 3x5 to 16x20's, most 8x10's  
\$2 on up. 10' length mouldins, prices are excellent, plenty  
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**Framer wanted**, Part time to start. Needed as soon as  
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**JYDEN Chopper** with extension table and Extra Set of  
Blades. \$1100 - Call **The Gallery 360-534-0200**

## **HELPFUL HINTS**

I recently had an Open House at my store. I decided to send out postcards to my customers on my mailing list

I created the postcard on my computer and included photos of the art I wanted to promote, then I duplicated the finished product four times on an 8.5" x 11" size paper. I also created a back side to the postcard the same way (using only black and white), entering all the needed data..

I went to my local printer with my file and had them print up the cards onto one sided glossy paper. Then I had the printer cut the paper into four equal pieces. This made the postcards I needed. I was also able to e-mail the printer the mailing list and that saved me from having to print out labels and place each one onto a card.

By doing this, I saved a lot of time and cost. I created as many postcards as I wanted and had them within two days.

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or

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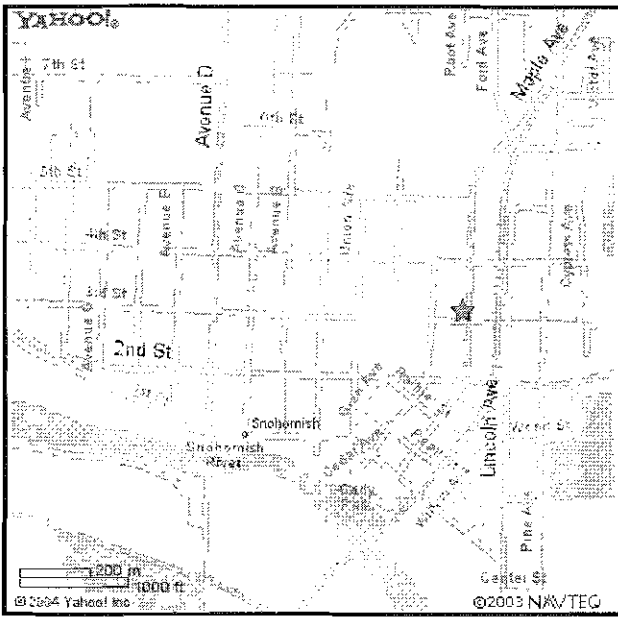
**Joe Garitone**

800-223-0307 ext.455  
Metro Seattle

**Pam Pare**

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

# **LARSON · JUHL**



<b>2004</b>	
<b>OCTOBER 26</b> Board Meeting Barnes & Nobles Bookstore University Village	<b>NOVEMBER 9</b> General Meeting Offset Corner Snohomish
<b>DECEMBER</b> Board Meeting	<b>JANUARY 11 '05</b> General Meeting TBA

<p><i>November 9th</i>  <b>General Meeting</b></p> <p><b>OFFSET CORNER</b>  <b>310 Maple Avenue</b>  <b>Snohomish, WA 98290</b>  <b>360-862-1100</b>  <b>laurie@offsetcorner.com</b>  <b>Meeting Starts at 7:30</b></p>	<p><b>Directions to The Offset Corner</b></p> <p><i>From the north, take I-5 South to US-2 East Exit, continue on US-2 East, continue on RAMP, Continue on Bickford Ave., Continue on Avenue D/Bickford Ave, Turn LEFT on 5th Street, Turn RIGHT on Maple Ave.</i></p> <p><i>From the South, take the 405 N to the WA-522 East Exit, take the WA-9/WA-9 SE exit, Turn LEFT on WA-9/WA-9 SE, Continue on WA-9, Continue on RAMP, Turn RIGHT on 2nd Street, Turn LEFT on Maple Ave.</i></p>
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Evergreen Picture Framers's Guild  
 6523 California Ave. SW #104  
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See page two for address changes.

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