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NOVEMBER 2004

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Studio Moulding

Tukwila, WA

Evergreen Picture Framers' Guild

JANUARY MEETING AT STUDIO MOULDING

Well, another board meeting has come and gone. Once again we met at the Barnes and Nobles bookstore at University Village. What a neat place to shop the Village is. I didn't know it existed until we started having the board meetings in the book store. It's one of the new trends we've all been reading about. More like an outdoor mall rather than the traditional malls we all grew up with. It gives the customers more of a relaxed and casual feel. Plus you can park near the store you want to go to and not have to park in an enormous lot and walk to the ends of the earth to get to the store you wanted.

I've been reading, in various magazines, that this is the growing trend. Of course, there's no fear of the big box malls closing. Some have even been expanding, and quite successfully. I'm sure a lot of that has to do with the demographics of the area and what stores are in the malls. I would imagine it would be harder to have an outdoor mall, for instance, in Wisconsin with the brutal winters they have. Of course, you'd probably have a hard time getting customers to sit in sweltering heat as well. Anyway, if you've not been to the University Village mall, you should check it out sometime. Maybe this holiday season.

The next General Meeting is being hosted by Studio Moulding. Virginia Cogdell, the Studio rep, was very helpful in setting this up. Their facility is centrally located in the Seattle area and easy for most to get to. Mark your calendar now so you can be sure to attend. The date is the 11th of January in the new year. It will be here before we know it.

How are those plans for lights or decorations going? Have you started anything yet. It's still not too late to make a plan. The discount stores and stores like Costco have a good selection about now of lights and decorations. Soon it will all be picked over and that only means more work to make a good display. Don't delay, get out there and get at it.

The board has been working on next year's Education Festival and the General meetings as well. If you have any ideas about meeting topics you'd like to have discussed then give one of the Officers or board members a call or e-mail and you can plant a seed. We're always looking for ideas.

We've got some great changes in store for the Festival. This should be our best yet! Be sure to read the article inside and keep your eyes and ears open. There will be lots of information about the upcoming Festival in future issues of the newsletter and elsewhere. The work is ongoing and undoubtedly some changes will occur, but the day and weekend will be a great opportunity to expand your framing skills and knowledge.

I hope that business has started to pick up for you. Thanksgiving is already behind us and now it's barely four weeks to Christmas. Our busy time and it'll be a rush, rush, rush as usual I'm sure. Try to plan some time for family and friends.

The Evergreen Jackpot will be \$50 for the January meeting. You can't win if you don't attend. We've had a winner at the two previous meetings but not the November meeting. This could be your time!

There's a new "Reading Glasses" article in this issue. Hope Reimer has found another great book for us to read. This one sounds very interesting. It's a good thing to think outside the "box" whenever we can. What will be learned can be invaluable. Of course, it helps to read and look and most importantly be open to new ideas, and then we have to implement them. We have to start somewhere. Thanks Hope for helping us to find new ways to improve our businesses!

Well, that's about all for now. I hope you all have a great December and remember, it's never too late to start planning for the Education Festival. It, just like the holidays, will be here before we know it.

November 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 e-mail: pknoop@earthlink.net</p>
<p>Classified Ads</p> <p>Free for EPFG Members, \$15 for non-members. Display Ad Artwork 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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**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 winner at the November meeting. That means the Jackpot will be \$50 for the January meeting. Sounds great! 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!

Well, here we are in the middle of the Holiday rush. How did this happen so fast? It was just summer last month wasn't it? I hope you are all busy with the many orders that you've been getting in.

It's always a time of rush, rush, rush. I never seem to have enough time around the holidays. Of course it doesn't help having a houseful of boys to take care of. It's always something, but I guess that's just life.

The meeting at Laurie Coles went wonderfully. If you didn't get to attend you really missed a great meeting. The photos that John fixed were amazing. There's an article in this issue all about the meeting, and includes photos.

Well, the board is working diligently on the Education Festival. We've great some really great projects that we're working on. There will be lots of information in the next issues of the newsletter. We're getting down to the wire with all the decision making, so the final product is starting to take shape. I hope you'll take advantage of this opportunity. This will be one for the record books. Of course, we'll just have to figure out how to outdo this one with the following year's Festival. That could be trouble. Oh well, won't worry about that now, way to much to think about to get this Festival organized.

We'll be meeting at Studio Moulding's facility in Tukwila for the January meeting. It's fairly close to the Embassy Suites Hotel that we use for the Education Festival. This will be the first meeting that Studio has hosted. Our thanks to Virginia Cogdell for helping put this together.

I hope you all have a great holiday season and frame more than ever before! We only have a short period between Thanksgiving and Christmas again this year. Make the best of it, and save some time for yourself, family and friends.

Happy Holidays,
Molly

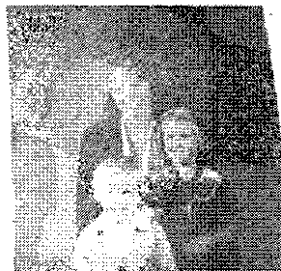
**NOVEMBER 9TH, 2004 GENERAL MEETING
THE OFFSET CORNER in Snohomish**

We all gathered for our general meeting at Laurie Cole's frame shop, *The Offset Corner* in Snohomish. Laurie provided us with a wonderful buffet of food from homemade meatballs to pumpkin cheesecake. We all had time to play catch-up on news of our shops, status of business in general and our plans for the holidays. We had a guest from Denglass, Mr. Ron Hoskinson. Laurie's shop is beautiful and quite picturesque, located in an old home on a main street.



Laurie talking with Barbara Mercer

Our guest speaker was John Holmes and the "hot" topic for the evening was digital and restoration photos using photo shop type programs for the computer. John had prepared, in advance, wonderful examples of torn photos that were made to look like new. While doing this process, he is also able to enlarge the photo and you could now clearly see the faces of those old relatives. In addition, he showed us the typical family photo, mom, dad, and two children. In the second photo he had removed one parent, ok it was the dad, and repositioned the mom and children to make the picture look like there were only three of them originally, as seen below.



While using his laptop for demonstration, John opened the photo program and using a rose image, showed us how he could place the rose anywhere within the garden picture he was using as his background. And he could change the color of the entire garden and rose! Notable things to remember are: you must calibrate your printer to your monitor. What you see on the screen is not what will print out. You can buy roll paper versus sheet paper, but know the difference and how it is made. Know the difference between pigments and dyes. Dyes change with paper quality. We talked quite a bit about papers and inks and that subject is way too technical for this writer to try to explain to you all! Suffice enough to say that you should do a lot of research before buying your printer, papers and inks. Personally, I have the hp photosmart 7760 and while it produces great photos my capability is limited to 8 1/2 x 11. John answered numerous questions and even offered his laptop for experimentation. Thank you John for a great demonstration.



A view of Laurie's store and some of the members that attended.

Laurie ran a very successful promotion in October. If a customer brought in a can of food for the food bank, the customer received "food bank dollars" toward the custom framing job. Laurie benefitted, customer base increased, food bank grew fatter and the customer was happy to give and receive. Laurie has promised an article in the future to tell us all how she conducted this promotion.

Our Evergreen Jackpot prize drawing for \$25.00 would have gone to Beverly Mundt of *Creative Design*, but alas, she was unable to attend the meeting.

We talked somewhat about the upcoming festival on March 20, 2005. People in attendance mainly wanted to know about what classes are being offered. Class

November's write-up Continued

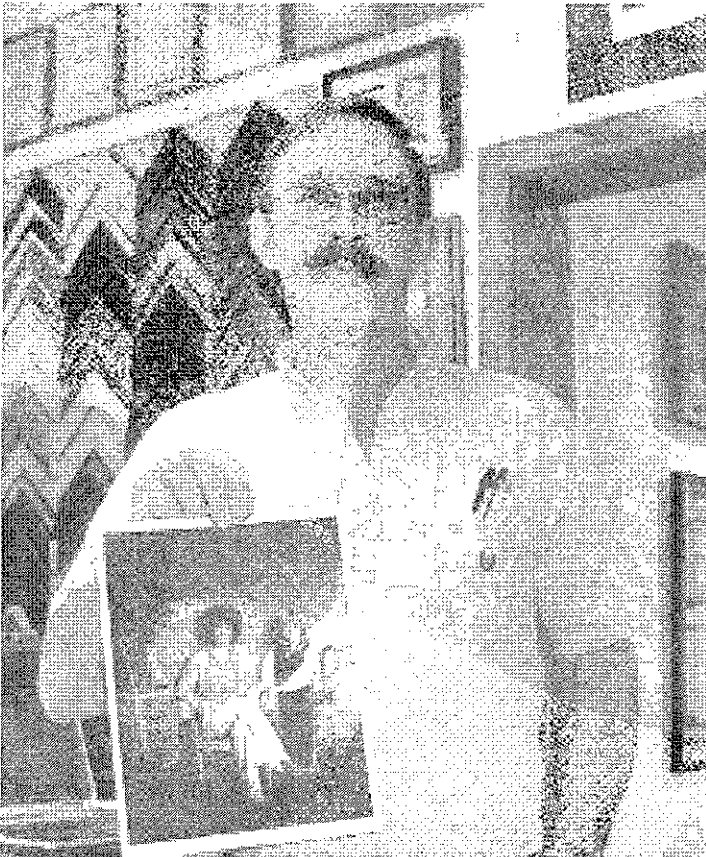
scheduling is still being finalized for teachers and will be published shortly.

For those of you who could not make the meeting, well, you were sorely missed. Laurie and John have a great shop in the antiques capital of Snohomish. Our next general meeting is at Studio Moulding in January, see you all there! Happy Holidays!

by Lynn Clark



Another repaired item John showed the group.



UPCOMING MEETINGS

JANUARY'S MEETING Hosted by STUDIO MOULDING

The January meeting has been decided! Studio Moulding is located in Tukwila, not too far from where we have the Education Festival each Spring. We would love to see you there and get to know you better. If you've never been to Studio's location, this is your opportunity. The meeting topic will be mentioned in up-coming issues of the newsletter.

EDUCATION FESTIVAL March 20, 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 20th, 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!

JUST DO IT!

Why not sign up to host one of the five
General meetings next year.

There are only five meetings scheduled for the 2005/2006 year. Why not sign up to host a meeting. It can be very rewarding. We'd love to see your shop and get to know you better. If you've never hosted or if it's been a while, just contact any of the officers or board members. They will fill you right in. The guild also pays \$100 to offset the cost of hosting.



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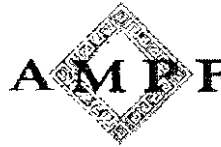
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Start thinking about the 12th Annual EPFG Education Festival!

The Education Festival. Each Spring the Evergreen Picture Framers's Guild puts on an Education Festival for framers in the Pacific Northwest. It's an event that is scheduled to cover one day and be filled with education. We always have sign in at 8:00 a.m. and morning classes, afternoon classes, a lunch that provided and a social hour also provided to paid attendees. Who could ask for anything more. Good food, good education opportunities and contact with other members of the Guild.

Well, as has been mentioned, the next Education Festival is well into the planning stages. The board has been working on getting instructors and class topics lined up. We've come up with some great ideas for the 12th Annual Education Festival. The 2005 Education Festival will be bigger and better than ever before. How is that you may ask. Read further and you will discover some of the exciting education opportunities that are being worked on.

Many changes are planned this time around. The classes will be scheduled differently than usual. We're planning to offer more of the larger classes with as much hands-on as possible. It will be a challenge to decide which classes you will attend and which ones you will miss.

Is that all, you may ask. Not at all. Along with the many classes being offered that day, will be the usual offerings of breakfast foods, the Lunch Buffet with all the great giveaways and other door prizes and of course the Social Hour. But that's not all! Read on!

The board is also working on setting up the CPF Certification Test and a Re-Certification class. So those of you that haven't had the opportunity to become a Certified Picture Framers, this is your chance. And for those that are ready for the Re-certification test, that will be made available as well.

Those framers that have been "Grandfathered" in and don't "have" to be re-Certified, may want to take the re-Certification class anyway so as to refresh the memory and "Catch up" on all that's changed in our ever growing industry. There have been many new products developed and made available in recent years that a lot of framers are not aware of.

With the help of *PPFA* and *Larson-Juhl* this event is being planned for the Saturday *before* the EPFG Education Festival. This will help to make the entire weekend one of learning and expanding your framing knowledge and abilities!

There's even something being worked on for the Monday *after* the Education Festival. More about that will be found in future issues of the newsletter.

So, if that's not enough to wet your appetite for next year's Education Festival I don't know what would!

Be sure to mark your calendars now. The weekend of the 19th, 20th and Monday the 21st of March you will want to take advantage of these great education opportunities.

More about all of these events will be forthcoming in future issues of the newsletter. So, stay tuned.



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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Reading Glasses

Submitted by Hope Reimer, Insignia Art Services

"It's as plain as the nose on your face." - From Pinnocchio

So goes the story of many of Paco Underhill's painstaking studies of how and why people buy as they do. As we plan and approach our fourth quarter it would behoove us not to look into what may be as plain as the nose on our face but what has gone over our head each and every time we step into our shop and onto the sales floor.

For the man who penned the term, 'retail anthropologist', Underhill is the maverick of consumerism in retail settings. The book, "Why We Buy" primarily focuses on consumers in a purely retail brick-and-mortar setting. His firm, *EnviroSell* spends an enormous amount of time tracking, filming and basically getting into the heads of consumers on a level that goes far beyond a customer survey. It was fascinating to read about how people shop an aisle, read a package or look for a product not having a clue that they were being tracked, timed and broken into demographics most of us would never consider. Framers generally offer personal service and product in a small setting (we don't look like Wal Mart) but so much of what the author studies can be transferred to our modest floor spaces. By looking at such large companies as GAP, major brands like Gillette and other multimillion dollar (if not billion dollar) companies, we are given ideas without shelling out a fifty-thousand dollar consulting fee. Few shop owners these days have just custom framing going on. We are retailing art work, finished photo frames, cards and the list goes on. "Add-ons" - as they are known, add to the total sale. You sell the custom frame job and then add-on from there. Add-ons can in fact be so profitable - usually having a high profit margin - that they can pay the rent and then some. The book explores some very clever ways of deciding what your add-ons should be and how you should position them in your store. You will be amazed at how you will rethink everything taking up floor space, wall space and signage!

Underhill uses the same business principle that others use; the 80/20 rule. 80 percent of your company's sales will come from 20 percent of your existing customers. What to do for those that fall into your 20 percent to get them to buy more and visit often is not only about what to do, but what to avoid. An example; most frame shops are worked by one or two people at a time. Customers will have to wait while you answer the phone, package their frame, pull out samples. If, as the book points out, "In study after study, we've seen that the single most important factor in determining a shopper's opinion of service he or she receives is waiting time", then that can be worrisome. Not necessarily according to Underhill since waiting time is, "an intangible..." Asset "...when you have your customers standing in one spot, facing in one direction, with nothing much else to do". Underhill's discussion of this is part genius, part common sense. All backed up with studies.

As a business owner, you strive for a conversion or closure rate - the percentage of shoppers who become buyers - of 100 percent. To this end there needs to be some things set in place and in motion to optimize this goal including: An interception rate - the percentage of customers who have some contact with an employee - that is 100 percent; an environment that beckons interest not chaos and frustration; the encouragement of touching products and a positive 'experience' that keeps them comin' through the door!

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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 them 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 on the cards.

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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*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

NOVEMBER 30

Board
Meeting

DECEMBER

No Meeting
**HAPPY
HOLIDAYS**

JANUARY 11, '05

General
Meeting
**STUDIO
Moulding**

JANUARY 27

Board
Meeting

January 11th
General Meeting

STUDIO Moulding
Tukwila, WA
7:30 p.m.

Directions to Studio Moulding

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



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Seattle, WA
Permit number 1013

See page two for address changes.

ATTENTION: FRAME SHOP