



EPFG

MARCH 2005

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Serving Washington & Alaska

March 20th

Education Festival

Tukwila, WA

Evergreen Picture Framer's Guild

THE CAVALRY AIN'T COMING

I recently attended the West Coast Art and Frame Show, this is something that I haven't done for quite a while. I loaded up on classes, ate nuts and raisins in class because there wasn't time to stop and eat, and learned a lot! A LOT!

During most of the classes, I found that there were two camps of "students". There were ones who discounted the information in the class with reasons such as "that wouldn't work in my store, I don't have the time to do something like that, that idea would only work for large shops, I could never bring myself to do something like that, I don't have the kind of money that it takes to try that, I don't have the equipment, I don't have the skills, I don't have...".

The other camp most often voiced things along the lines of "I could try using part of this idea, I could try to apply this, I could try to incorporate this into my business in some fashion, I like the idea of this and I am going to try it".

The last day there was a breakfast with a panel discussion. The panel was comprised of leaders drawn from many parts of the picture framing industry - OEM, large national chain, large regional chain and multi-store independents. During the breakfast, the panel discussed "the state of the industry" on a few topics. One of the topics discussed again this year concerned the decline of the independent retailer. The general view has been this decline is due to economic conditions, increased competition from large national and regional chains, competition from very affordable and attractively pre-framed art found in many mass merchandisers, small independents lacking the business skills and savvy to compete effectively, and a variety of other reasons. This was a theme that was repeated to some extent in many of the classes I took. It is also a theme that has been covered in our trade journals, by our industry leaders and suppliers, and in our Internet connections such as PPFA's Hitch Hiker and The Picture Framer's Grumble.

At one point during this discussion, Jay Goltz loudly announced "THE CAVALRY AIN'T COMING NO ONE IS GOING TO SAVE YOU EXCEPT YOURSELF!" We all laughed, but we all recognized the truth in those statements. The "I don'ts" heard it, but thought that it didn't apply to them, or that it was something that nothing could be done about anyway. The "I wills" heard it, and understood.

So if the cavalry can't be counted on to help us win the battle, and we are all alone at the Alamo, so to speak, what kind of weapons do we have to fight with?

There were a lot of possible answers presented during the classes - improving our business skills and customer service, staying open longer hours, investing in the technologies that benefit us, and seeking ways to have our marketing and promotion heard amid the noise of mainstream advertising. Most of the answers are the ones that we have heard over and over and over again. In spite of the repetition of the message, many, if not most of us (moi included) keep putting off doing what we know has to be done. We keep thinking that there is always another day, or a better time, or a particular week that might be less busy. Time goes by, other things get done, and soon, we have put away those good intentions and never made any changes. Then we complain about how miserable business is.

One great benefit of attending a trade show or education festival is that you leave with a sense of optimism and renewed enthusiasm. That may be the most important weapon of all - to feel that you are capable of making a change. The ammunition for your weapon are the things you learned. But you still have to apply your weapon - you have to sight down the barrel and pull the trigger. That's scary. The "I wills" will eventually raise their gun, take a look down the barrel, and squeeze. They may not always hit the target, and the enemy may not go down, but the "I wills" have chosen to make a stand. For better or for worse. The "I wont's" never even unholstered their gun.

continued on page 4

March 2005 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>

What's Inside

Page 2 **Contact Info. & Officers**
 Page 3 **President's Letter**
 Page 4 **Certification/Recertification Classes**
 Page 5 **Education Festival Overview**
 Page 6 **Morning Class Offerings**
 Page 7 **Afternoon Class Offerings**
 Page 8 **Framing Competition info**
 Page 9 **Sponsor Page**
 Page 10 **Sponsor Page & Famous Quote**
 Page 11 **Classified Ads & Helpful Hints**
 Page 12 **Calendar of Events & Map**
 Also includes three inserts, Festival Registration Form, Judging Criteria/Framing Description Form & Special Monday Class

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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 January meeting. That means the Jackpot will be \$75 for the May 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.**

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Our President's Pen

by Molly Boone, CPF, EPFG President

Hi Everyone!

It's time, it's time. Yes it's time again for the EPFG Education Festival. It's not too late to make your plans to attend. You can still sign up or just show up on the day and enjoy a full day of classes, great food and good company. The Board has worked hard for the past several months putting together this event for your benefit. I hope you will take advantage of it. This opportunity only comes around once a year. It's sole purpose is to educate and encourage you to better framing.

You also have the opportunity to get your certification or to re-certify on the Saturday before the festival, the 19th. And to top it all off, you also have the opportunity to attend another full day of class on Monday the 21st, that's being put on by Larson-Juhl. All the information you need can be found in this issue of the newsletter.

Well, as this month flies by, as so many do, I'm certainly looking forward to Spring and the adventures that the rest of this year will bring. Spring is another beginning, I love beginnings, and what better time to find new ways to refresh and expand your business.

I hope you will plan to attend these education events. I know I'll be there looking for you!

See you at the festival,
Molly

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THE CAVALRY AIN'T COMING

continued

We are lucky here in EPFG (Evergreen Picture Framers' Guild) country. We have a valuable, affordable resource right here. We have the opportunity March 20th to attend a regional education festival for a whole lot less than what it costs to go to a national convention. We have the opportunity to learn from national and regional experts such as Dennis Tilly, Brian Wolf, Cris Pera, Baer Charlton, Tekoah Buchanan, Donna Rickman and others right in our own back yard. We get the chance to talk a little, laugh a little, share a little, learn a lot, get inspired and go home a little more able to survive. And it all comes with food and a drink to boot!

We are also lucky that we have something like the EPFG. We benefit from the work our board and it's

supporters do all year round. It's easy to forget that an organization can't run by itself. It takes hard work, enthusiasm and dedication. Just like in your own business, the work of the EPFG isn't going to get done unless someone (like YOU) is willing to help it get done. Perhaps by taking a board position, hosting a meeting, helping with meeting topics and possibly by just showing up. One raindrop raises the sea, think of what two raindrops or more can do!!

So this year, come and invest in your business and in yourself. If the cavalry isn't coming, being a part of the EPFG is the right kind of weapon of choice to help you in the standoff at the Alamo.

by Terry Scidmore.

CPF Certification and Re-Certification Classes

Provided by the EPFG, PFFA and Larson-Juhl

By teaming up with the Professional Picture Framers Association (PFFA) and with the support of Doug Farnham, CPF, Larson-Juhl Seattle Distributorship, we are able to offer framers in our area the opportunity to take either the CPF Test or the Re-certification Course on Saturday, March 19th. These are being scheduled in conjunction with the annual EPFG Education Festival the next day, and some of the details for that special event are elsewhere in the newsletter.

All CPF's who received their certification after 1993 are required to take the Re-Certification Course within 5 years, and for those of you "grand fathered" (certified prior to Jan 1, 1994) should seriously consider taking the course also, as it is an excellent way to catch up on all the latest materials, procedures and techniques which have changed in the last few years. The Re-Certification Course is also a requirement for taking the MCPF Exam. William Parker, the current President of PFFA and one of the first to achieve the Master Certified Picture Framer (MCPF) designation, will be presenting the Course, which will run from 9 a.m. to 3 p.m., with a

lunch break somewhere in that period. Registration **must** be made by contacting PFFA's Cathy Filter at 800-762-9287 and more information is available at their website, www.ppfa.com. Capacity for the course is limited to twenty students, so sign up early.

The 4-hour CPF test will be given at the same time and place, 9 a.m. on the 19th of March, at the Larson-Juhl facility in Tukwila. Again, registration **must** be made through the PFFA National Headquarters, and space for this exam is also limited.

If you still need an incentive to sign up, attendees will receive a \$25.00 rebate on their 2005 EPFG dues! What a deal, and just one more benefit of continuing membership in our great organization. Please note that we must limit the rebate to one per shop. Of course, if employees join the EPFG individually, that is a different story. Any way, it is still a good deal!

For additional information, please contact Paul Knoop via e-mail at pknoop@earthlink.net or by phone at 253-279-2598, or any of the Board members listed on page two of this newsletter.

Saturday, March 19th, 2005 CPF Test & Re-Certification Course

Sunday, March 20th, 2005 12th Annual EPFG Education Festival

Monday, March 21st, 2005 Design & Business Seminar



SUNDAY MARCH 20, 2005

12th Annual EPFG Education Festival

Embassy Suites Hotel 15920 West Valley Hwy
Tukwila WA 98188 Tel (425) 227-8844

On the next pages, you will find the schedule for our 12th Annual EPFG Education Festival. Again this year we have planned a wide variety of seminars for your benefit, most of which are based on special requests from members. You can **mix and match** the Seminars to make up your own schedule.

This year's event will again be at the Embassy Suites Hotel in Tukwila. The day's activities include a Continental Breakfast, an Awards Luncheon and a Social Hour at the close of classes.

HIGHLIGHTS

**Frames & Fillets, Working with CMC's,
Pricing Difficult Jobs, Fabric Wrapping almost anything,
Stretching Canvas Transfers and Giclees,
Framing Competition, Door Prizes and More!**

As usual, we have a great line-up of classes. We are offering eight three hour classes. You can mix and match the classes to satisfy your personal framing needs. Again this year we have Brian Wolf, CPF, GCF, of *Wizard International* as well as Baer Charlton, CPF, MPF, of Frank's Fabrics for Framers . Other instructors include people you know from the Guild and some that are new instructors for us. Please see the class layout for specific details.

LUNCHEON MENU

Pioneer Square Buffet

Mixed Greens with Choice of Dressing, Fresh Coleslaw, Sliced Fresh Fruit, Pasta Salad in Vinaigrette, Sliced Cheddar and Swiss Cheeses, Cold Sliced Turkey, Salami, Rare Roast Beef and Smoked Ham. Whole Grain Breads and French Rolls, Assorted Deli Mustards, Whipped Horseradish and Mayonnaise, Lettuce, Pickles and Sliced Tomatoes.
Includes: Coffee, Iced Tea and Dessert Selections

SCHEDULE OF EVENTS

Sunday
March 20, 2005

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

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

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

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

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

EDUCATION FESTIVAL **MORNING CLASSES**

<p><i>Morning class #1 - HALF DAY - Hands-On</i></p> <p>FRAMING WITH FILLETS</p> <p>The use of fillets is one of the best ways to upgrade both the "design" and the "bottom line" of any frame job. Learn everything you'll need to know about selling, designing with and installing fillets. See the latest techniques to help make cutting and installing fillets a snap!</p> <p>Actual cutting and installing will be demonstrated. Materials will be available if you want to cut and install a fillet yourself.</p> <p>Dennis has a large framing business in South Dakota. He also teaches for Larson-Juhl. He is well known in the trade for his expertise and framing knowledge.</p> <p>Dennis Tilly, CPF Dakota Framing Inc., SD</p>	<p><i>Morning class #2 - HALF DAY - Hands-On</i></p> <p>IF YOU CAN'T HIDE IT, PAINT IT RED</p> <p>Learn the secrets of altering moulding finishes from a well-practiced expert in this HANDS-ON class. What's possible. What works. What materials and supplies you need. Tips, tricks and secrets. Each attendee is encouraged to make an 8x10 frame from moulding you'd like to change and bring it with you to work on!</p> <p><u>THIS CLASS IS LIMITED TO 20 PEOPLE</u></p> <p>Cris has 30+ years experience framing and teaching in the picture framing industry. Her shop in Lake Oswego, Oregon is well-known for innovative, high-end, award winning design and framing.</p> <p>Cris Pera, CPF The Artisan Custom Framing, OR</p>
<p><i>Morning class #3 - HALF DAY</i></p> <p>DESIGNING WOMEN</p> <p>This round-table panel discussion will feature local designers with years of experience. It is designed to help framers understand and appreciate what designers need and how we can better provide it. Learn how to tap into this lucrative sector of the framing industry.</p> <p>There will be several designers, each giving their own experiences and offering advice about how you can attract more of this type of business into your business.</p> <p>Donna will be the class moderator. She has a custom framing business located in Mill Creek and has been in the framing industry and has worked with designers for years.</p> <p>Donna Rickman, CPF Finishing Touches, WA, Moderator</p>	<p><i>Morning class #4 - HALF DAY - Hands-On</i></p> <p>WORKING WITH CMC's</p> <p>All the changes in the Wizard Software bring new possibilities, but also a little confusion. There will be layout tips and we will concentrate on the new artistic tools. This project oriented, HANDS-ON class will give you ideas you will use every day to make your work more distinctive, efficient and profitable. Bring your questions, aspirations and current projects.</p> <p><u>THIS CLASS IS LIMITED TO 10 PEOPLE</u> (class is repeated in the afternoon)</p> <p>Brian is an award winning framer, contributing editor for Decor Magazine, has authored three books and appeared in several videos. He currently works with Wizard International as their Director of Standards and Training.</p> <p>Brian Wolf, CPF, GCF Wizard International, WA</p>

Continental Breakfast (included) is served from 8 to 8:30 a.m.

After the morning classes be sure to take advantage of the Buffet Lunch. It's part of your paid registration. Lunch is served in the Long Acres room.

Be sure to cast your vote for Popular Choice in the Framing Competition at the beginning of the lunch break.

EDUCATION FESTIVAL AFTERNOON CLASSES

<p><i>Afternoon class #1 - HALF DAY - Lecture</i></p> <p>PRICING & PROFITABILITY</p> <p>How did you determine your pricing? Are you making money? Here's a chance to look at your business with making money priority one.</p> <p>We'll look at the cold, hard factors of making money in the Picture Framing Business. We'll look at how to price framing and make a profit. The times are changing - are you?</p> <p>Dennis has a large framing business in South Dakota. He also teaches for Larson-Juhl. Dennis is well known in the industry for raising the standards in the picture framing industry.</p> <p style="text-align: center;">Dennis Tilly, CPF Dakota Framing Inc., SD</p>	<p><i>Afternoon class #2 - HALF DAY - Hands-On</i></p> <p>STRETCHING CANVAS TRANSFERS & GICLEES</p> <p>Learn the proper techniques of framine and working with various art mediums including paper, canvas transfers, oils, acrylics and Giclee images: how to stretch them properly, how to handle them for conservation framing and how to store them. Elements to be discussed include differing handling techniques for various mediums, keyed stretchers vs. strainer bars, tools and equipment, specialty items and more.</p> <p>Tekoah has nine years of picture framing experience. Besides managing Pearl Framing in Oregon, he instructs Advanced Matting and Mounting at Oregon State University's Craft Center in Corvallis, OR several times a year.</p> <p style="text-align: center;">Tekoah Buchanan Pearl Framing, OR</p>
<p><i>Afternoon class #3 - HALF DAY - Hands-On</i></p> <p>FABRIC WRAPPING ALMOST ANYTHING</p> <p>Learn the secrets of hand laying fabrics of all types to wrap mats, cover liners, do shadow boxes and more. Baer will demonstrate these techniques live. Bring your questions to get answers. If you wish, bring some cut mats and fabric to try this out for yourself during class.</p> <p>Baer has 38 years experience in every sinige aspect of picture framing. His framing is hanging on four continents. He is a contributing editor for Decor Magazine. Americana Framing in Portland, where he frames part time, is enjoying it's second year as one of Decor's Top 100 Frame Shops in North America.</p> <p style="text-align: center;">Baer Charlton, CPF, MPF Frank's Fabrics for Framers, CA</p>	<p><i>Afternoon class #4 - HALF DAY - Hands-On</i></p> <p>WORKING WITH CMC's</p> <p>All the changes in the Wizard Software bring new possibilities, but also a little confusion. There will be layout tips and we will concentrate on the new artistic tools. This project oriented, HANDS-ON class will give you ideas you will use every day to make your work more distinctive, efficient and profitable. Bring your questions, aspirations and current projects.</p> <p style="text-align: center;"><u>THIS CLASS IS LIMITED TO 10 PEOPLE</u> (class is also offered in the morning)</p> <p>Brian is an award winning framer, contributing editor for Decor Magazine, has authored three books and appeared in several videos. He currently works with Wizard International as their Director of Standards and Training.</p> <p style="text-align: center;">Brian Wolf, CPF, GCF Wizard International, WA</p>

Door Prizes and Framing Competition Awards will be given out during the Luncheon

**Following the afternoon classes, be sure to take advantage of the Social Hour.
It's part of your paid registration, and includes one free drink.**

**The Social Hour will be in the Atrium in the center of the Hotel.
Come enjoy the free Hor's D'oeuvres and your free drink!**

FRAMING COMPETITION

Once again the EPFG is sponsoring a **framing competition** as part of the annual Education Festival. This is an **opportunity** for you to show off your best creativity and technical skills. As evidenced by the entries of the past years, talent abounds in our area. This year's format will present a different challenge. Read the adjoining article about this year's "print".

It is up to you and your creativity to impress the **judges** with the originality manner in which the print is framed. Please note that your entry's **size** cannot exceed 24" x 24" at the outside of the frame, and it should have hardware for hanging, but **no** shop information or names on the back of the piece.

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

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

The Framing Competition "Print"

This year's "print" for the Framing Competition is a small Giclee Canvas. This should be a fun project for anyone. The piece has to be framed in a conservation way. The finished framed piece cannot exceed 24" by 24". You must be an EPFG or CPFG member. Those are the rules! Also be sure to check out the Judging Criteria found in this newsletter. This would make a great piece to hang on your wall to show your customers what you can do. Just think, you could also win a prize in the Competition. That means money and a ribbon and an interesting item to hang on your store's wall and you could even sell this item! Now what could be wrong about that. Someone's going to win, why not you?

Contact June Bounds of *William Bounds Gallery* to get your copy of the Canvas (only \$20 and that covers postage) and get started designing that winner. June's contact information:

William Bounds Gallery
Framing Competition
 160 Cascade Place, Suite 103
 Burlington, WA 98233

Questions? Get in touch with June at:
 360-404-2002 or william@williambounds.com

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\$1200 - **C & H OVAL CUTTER** 24" X 36" Excellent
Condition \$1100 - **HEAT PRESS** 24" x 36" \$850
Contact **Fred Shratt 360-943-0843**

Picture Frame Shop FOR SALE. Long time established,
profitable, turn key operation. Has double mitre saw,
chopper, Cassesse, huge vacuum press, Wizard mat cutter,
Lifesaver Software with customer list. **All fixtures and
supplies.** Tacoma area. Seller **HIGHLY MOTIVATED.** Call
Warren at 253-564-2320.

Your ad here.

**Classifieds are free for members and
Only \$15 for non-members.
Ads run for three months.**

HELPFUL HINTS

Have you ever noticed how much attention a new business gets. What attracts the eye? Is it the colors of the storefront? Is it the signage? Is it the lighting? Is it just a change from the usual?

Having thought about that a little, when was the last time you did something different to the outside of your store? Are your window signs the same as they were when you first opened. Do the signs convey all that you have to offer?

Imagine that your storefront could be made to look differently. What would attract the attention of passers by? I have seen people stop to read new window signage, signs that have just been put up on existing businesses. It looks new. Is there something new being offered? The store looks fresh, has it been re-modeled? All these questions make customers want to look in, and probably come in to your store.

Window signage is one of the least expensive ways to attract attention to your store. It's easy to change and does it's work 24 hours a day.

Take a look at your storefront and think about how you can change it's visual impact, by simply changing a few window signs.

CRAIG PONZIO

CUSTOM FRAME COLLECTION

*For more information on the Craig Ponzio Custom Frame Collection
and other Larson-Juhl framing products,*

Please call: 800-438-5031

or

contact your Larson-Juhl sales Representative

Paul Anderson

800-223-0307 ext.456
N.W. Washington

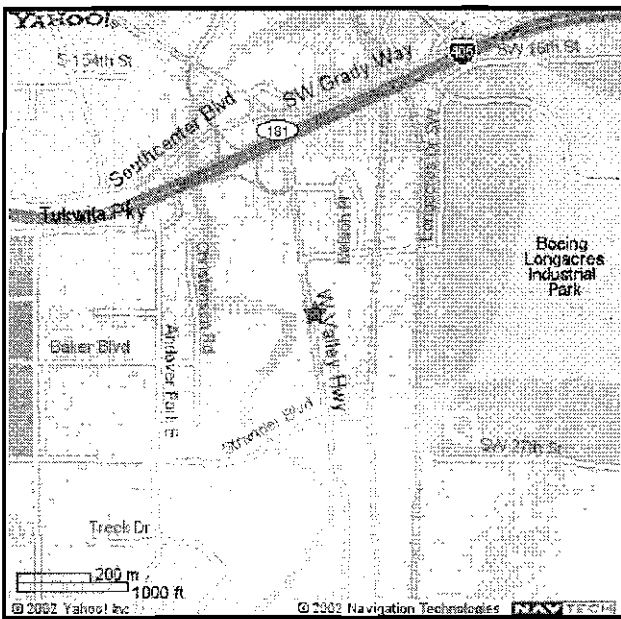
Joe Garitone

800-223-0307 ext.455
Metro Seattle

Pam Pare

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

LARSON · JUHL



2005	
MARCH 20	APRIL
12th Annual Education Festival Embassy Suites Tukwila, WA	No Meeting
MAY 15	JUNE
SUNDAY General Meeting Aberdeen, WA	Board Meeting

March 20th

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

Directions to Embassy Suites Hotel, Tukwila

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

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

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



See page two for address changes.

PRSR STD
 U.S. POSTAGE
 PAID
 Seattle, WA
 Permit number 480

ATTENTION: FRAME SHOP

EVERGREEN PICTURE FRAMERS GUILD

Framing Competition Description Form

Complete this form and submit it with your entry

The information on this form **WILL** be used in judging your framed piece.

Be as descriptive as you can. The better the description of what you are trying to convey and how you achieved it, the better for your judges to evaluate your work.

**DO NOT PUT ANY NAMES OR STORE
INFORMATION ON THIS FORM
OR ON THE FRAMED PIECE**

*Use additional Paper
as necessary*

Entry # _____

A NUMBER WILL BE ASSIGNED
WHEN THE PIECE IS TURNED IN

(Please print)

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

MATERIALS: (Use generic terms where possible)

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

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

EVERGREEN PICTURE FRAMERS GUILD

Spring Festival Framing Competition

JUDGING CRITERIA

***DO NOT PUT ANY PERSONAL OR STORE IDENTIFICATION ON THE FRAMED PIECE.
PIECE MUST BE CONSERVATION FRAMED.***

OVERALL IMPRESSIONS

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

DESIGN AND CREATIVE ELEMENTS

4. Are the colors in harmony to best enhance the subject matter?
The colors used for mat(s), liner, fillet or moulding should enhance and/or complement the framed subject matter.
5. Do the textures (rough/smooth - fine/course) of the mat(s), moulding, etc. go well with each other and with the art?
6. Do the design and shape fit the subject?
7. Is the framing scale proportionate to the art?
8. Is it a well-balanced presentation, using space to enhance the art?
9. Does the design provide a smooth transition from element to element?
10. Is the period/style of the framing compatible and consistent with the time period (era-circa) of the framed subject matter?
11. Do the creative elements and materials all work together to enhance and/or complement the framed subject matter without distraction?

TECHNIQUE

12. Was the design difficult to execute?
13. Are the materials of the appropriate conservation quality for the art/item?
14. Were a variety of techniques used in the creation of this design?
15. Is the execution of each technique/component done perfectly?
Overcuts in the mats, loose fabric wrap or wavy grain in fabrics, liners clean and filets fitted properly. Also, observe any special mountings, decorative additions and pattern matching of the frame, fillet and liner.

FINISHING

16. Is the glazing clean and free of imperfection?
17. Is the piece, when viewed/displayed from all angles, finished properly with consideration given to dimension and depth?
Such as: Excessive extensions from the back of the frame, interior frame sides/spacers finished if visible, etc.
18. Are all the details finished to the utmost quality?
19. Is the backing proper and complete for the design of the piece?

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



**12th Annual Education Festival
Sunday March 20, 2005**

*Picture
Framers*
GUILD

**Embassy Suites
Tukwila, WA**

EPFG MEMBERS
Early Registration \$120
Before March 4th

Includes full day of classes of your choice, Continental Breakfast, Luncheon and Social Hour with free Hors D'oeuvres and one free drink at the end of the day. This price also includes 2005 membership dues in EPFG and includes the EPFG newsletter. Each additional attendee from this company is only \$65.

***** EPFG MEMBERS registration increases to \$150 after March 4th and additional attendees to \$85 *****

CPFG MEMBERS
Early Registration \$80
Before March 4th

Includes full day of classes of your choice, Continental Breakfast, Luncheon and Social Hour with free Hors D'oeuvres and one free drink at the end of the day. This price also includes 2004 EPFG Newsletter.

***** CPFG MEMBERS registration increases to \$110 after March 4th *****

Member Information (Frame Shop or Individual)
EPFG Members \$120 before March 4th and \$150 after March 4th
CPFG Members \$80 before March 4th and \$110 after March 4th

(Company or Individual) Name: _____
Contact Name: _____
Address: _____
City/State/Zip: _____
E-mail: _____
Phone: _____

Class Choices: _____

Additional Attendees at the Festival

EPFG Members \$65 each before March 4th and \$85 each after March 4th
CPFG Members \$80 each before March 4th and \$110 after March 4th

Name: _____
Class Choices: _____

Name: _____
Class Choices: _____

Name: _____
Class Choices: _____

Name: _____
Class Choices: _____

Please make your check payable to EPFG and mail with this completed form by March 17th to:

June Bounds EPFG Treasurer
c/o William Bounds Gallery
160 Cascade Place
Burlington, WA 98233

Late Registration or questions,
CALL June at 360-404-2002 or
Molly at 206-625-0711

Special needs?
Attach a description of your needs
so we may accommodate you.

DAKOTA FRAMING SPECIALTIES, INC.

IN CONJUNCTION WITH
LARSON • JUHL

Presents

It's All About The Art!

A "back to the basics" *Design & Business* seminar with professional results.

This seminar will help you understand how to look at art, make the right choices, and feel confident designing while helping your customers at the design counter. We'll explore the do's and don'ts when working with the customers and their art. Creating great designs — *in a timely fashion* — is the key to profitability.



*Larson-Juhl
framed
model door
prize*

Presented by Dennis Tilly, CPF

A 27 year veteran in the picture framing industry as a shop owner, instructor and wholesaler.

Monday March 21, 2005
Embassy Suites - Tukwila, WA
10:00 AM to 4:30 PM
~Lunch provided~

A great value at only \$75.00
for the first attendee - *plus \$10.00*
for each additional attendee - per shop!

The Embassy Suites is located at 15920 W Valley Hwy, Tukwila, WA 98188

To register, fill out this form and Mail to: Larson - Juhl 3425 S 116th ST, Suite 133 Seattle WA 98168

~ \$75.00 for the first attendee ~
\$10.00 for each additional attendee ~
(per shop)

Fax to: 206-433-2805

Or Give to your Larson - Juhl Representative

Attendee 1 - \$75.00

Business Name

Attendee 2 - Additional \$10.00

Method of Payment

Larson - Juhl Account #

Bill Me Bill My Larson - Juhl Account
Visa MC Amer Exp. Discover

Attendee 3 - Additional \$10.00

Attendee 4 - Additional \$10.00

Credit Card #

Exp.