



EPFG

**JUNE 2005**

Free to EPFG Members

\$1.25 for nonmembers.

**Serving Washington & Alaska**

July 17th Meeting - SUNDAY

*Elk Hills Gallery*

Enumclaw, WA

## Evergreen Picture Framer's Guild

HAVE YOU BEEN TO ENUMCLAW?

NOW'S YOUR CHANCE

☞ COME JOIN US IN ENUMCLAW ☛

The July meeting is being hosted by James Kelly of *Elk Hills Gallery* in Enumclaw, WA. This will be our first meeting at James' store. Come join us in welcoming James to our organization and get to know him and other members as well.

The meeting will be on Sunday the 17th. The board decided at their last meeting to hold this meeting on a Sunday. This will be the last meeting this year that is scheduled for a Sunday. Why not take advantage of this opportunity and come enjoy the day with us.

The EVERGREEN JACKPOT drawing will be for \$100 this meeting. The jackpot was \$75 at the Aberdeen meeting and *Annie's Affordable Framing* was the name drawn, but they were not able to make the meeting so the jackpot has grown another \$25. You can't win if you don't attend!

☞ THE MEMBER'S DIRECTORY ☛

The Member's Directory will be out soon. A lot of work goes into creating the directory and updating all the information. Look for great photos of the Festival and past meetings, articles and all the information about the Guild Library. You will also find a list of the upcoming meetings in it as well.

Be sure to keep your Member's Directory handy so you can make full use of it. There is also a list of all the Sponsors and Advertisers. A list of the Officers and Board members and contact information is included. A great all around EPFG piece of "hardware".

A copy of the Member's Directory is mailed to each paid member. If you don't receive a copy and want one, just fill out the membership form found on page seven and mail it in with your payment. Your membership packet will be out shortly.

☞ WELCOME NEW MEMBER ☛

U-Frame-It  
Bellevue, WA

☞ BLAST OF THE PAST ☛

Beginning with this issue, you will find articles from older issues of the newsletter being reused. Why? Well, there is good information to be found in past issues and with the many new members that have joined, there is a need to spread the word.

The articles that will be used, are appropriate to the market today as they were when originally written. A lot of information falls by the wayside and this is one way to keep these tid-bits in mind.

Thanks to John Ferens, of *FerenSoft* for providing a stack of old issues to the newsletter editor to be used as needed.

It's quite a riot to read some of the old articles and be reminded of past meetings, or Officers and Board members who have helped steer the EPFG vehicle. It's just another way to realize only some of the benefits of being a participating member of the EPFG.

You too can join in and help out. Just attend a board meeting or two and you'll see it's not a hard job and is really rewarding.

☞ VOLUNTEER ☛

We are asking for someone to step up and take the helm of the organization. We need a President and Vice President. Paul Knoop and Terry Scidmore are only temporarily taking the helm. Any ideas are welcome and the board will support any and all who step up.

*June 2005 Issue*

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<p><b>Membership Dues</b>  <b>Advertising Payments</b>                  June Bounds, EPFG Treasurer                  c/o William Bounds Gallery                  160 Cascade Place, Suite 103                  Burlington, WA 98233                  360-404-2002 e-mail:                  william@williambounds.com</p>	<p><b>Change of Address</b>                  Paul Knoop                  1054 Berkeley Ave.                  Fircrest, WA 98466                  253-279-2598                  e-mail: pknoop@earthlink.net</p>
<p><b>Classified Ads</b>                  Free for EPFG Members. \$15                  for non-members.  <b>Display Ad Artwork</b>                  Digital Artwork is preferred.                  Submit via e-mail or on disk.</p>	<p><b>Newsletter Ad Copy                  &amp; Classified Ads</b>                  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 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.



## Our President's Pen

by Molly Boone, CPF, EPFG President

As Paul wrote last month, the EPFG has a shared co-chair position at the moment. I am the other half of the team and this is my month to write to you. Thank goodness for Paul - he is the one who is level headed, professional and capable! He'll keep us moving ahead on the right track!

It was quite a festival this year, wasn't it! Our board, sponsors and helpers did an outstanding job! The board is busy working on next year's festival, as well as our upcoming meetings in July, September, November and January 2006. We can always use your input and ideas. Just contact any board member listed on page two of our newsletter.

Our first meeting since the festival was well worth taking the time from a busy Sunday. Our host and hostess, Clyde and Sylvia Brown of *Clyde and Sylvia's Frames-N-Things* in Aberdeen delighted us with a tour of their shop, wonderful food and a great program. The Browns shared how adding additional lines has given customers more reasons to visit their store. The increased traffic has added income and made their store a place to shop for something special - whether it is in framing, jewelry, trophies, awards, lamps, art or gifts. Those of us from the northern parts also got the opportunity to meet many of our members from the Ocean Beaches areas. All in all, it was a very enjoyable day spent with good company in a wonderful store! Thank you all for coming!

Our next meeting is in July at one of our new member shops - James Kelly's *Elk Hills Gallery* in Enumclaw. James is a photographer who has created a gallery to exhibit area artists and crafts people, as well as provide picture framing services. Put this meeting on your calendar and bring along another framer - the more the merrier. We are considering having the meeting on Sunday afternoon again, per the requests of people attending the May meeting.

Our board meetings are open to everyone. We generally meet the first Tuesday of alternating months.

Last but not least, I would like to thank our board, past and present, who so graciously have given their time, their knowledge and their good will for all of our benefit. I would also like to thank our sponsors and advertisers, whose support of our guild throughout the year makes so many things possible.

Terry Scidmore, CPF  
tscdim@attglobal.net

## THE MAY MEETING AT CLYDE AND SYLVIA'S FRAMES-N-THINGS

The meeting on a Sunday! You must be kidding! Whose idea was that anyway? It's my only day off! Why would I want to waste my free time going all the way to Aber-bloody-deen anyway?

Because Clyde and Sylvia Brown invited the members of the EPFG to their business for our May meeting. What a nice gesture! Thanks to Clyde and Sylvia for their wonderful hospitality! I'm so glad I went and got to see their store and to know them better as well. Clyde and Sylvia have "created" quite a unique frame shop, and more!

It was great to see all the unique items they have on display. The walls are filled with framed artwork. Some on consignment and some not. Many photo frames throughout for sale, many with images of Clyde and Sylvia and their family inserted. Makes it more fun and interesting.

Clyde and Sylvia have created little vignettes all through their store. Some for wedding ideas, others for lovers of tea, etc. There is something for everyone. One of the most popular items were the lamps that are found throughout the store. Each an animal that has part of its body that lights up. Great attention getters!

Clyde and Sylvia also have created a "Featured Artist" area in their store. This changes regularly and is another attraction to bring in repeat shoppers.

Another added attraction is their awards, ribbons and trophy business. They now offer all these services to the area. What a great idea. The EPFG ribbons for the Framing Competition came from Clyde and Sylvia's. Beautiful stuff.

Following is a more detailed write up of the meeting provided by Lynn Clark of *Lake City Picture Framing*.



As the meeting began, we were asked to introduce ourselves to the group. We were also asked to offer up ideas for meeting topics that we would like to see discussed at future meetings and also the day of the week that was best for us to attend the meetings.

The ideas were great and varied. The ideas offered up ran the gamut and included gadgets, floater frames, credit card programs and interior store design. As for the days of the week the most popular were either our regular Tuesday evening or Sunday afternoon.

As the conversation circled around the room lots of future subject matter for meetings became apparent, such as; shipping goods from the store, progressive shop tour and store insurance were among these ideas.



**Above and left, two interior shots of Clyde  
And Sylvia's well stocked store**

Next Clyde talked to the group about expanding your product mix. Ooh la la they have a lot of stuff. Most of the art on the walls is on consignment. The store takes 30% at the time of sale, the artist sets the price, contracts signed. Give it six months to move, if not, remove it to the back room and ask the artist to pick it up. Find artists willing to put their art on your wall by attending art walks, looking at festivals and art galleries and watching the artsy newspapers.

Clyde also talked about advertising your store. They use 9% of their budget for advertising and that is split between twice weekly in the local newspaper and radio ads. If the consigned artist gets a write-up in the local paper at the end of the article it will say the art can be found at the (name of store) which is FREE advertising for the store.

## THE MAY MEETING Continued

Clyde and Sylvia have lots of gift items such as cards, lamps, crystal, figurines of all types, scarves and more were displayed on old furniture such as tables, bookcases, pantry, including a refrigerator door used for magnets was an especially unique idea. In addition, Clyde has the trophy and ribbon business.

Clyde said that eight out of ten people through the door will buy something, even the lookie loos. Their design table is a Duncan Fife and is quite a conversation piece.

Sandwiches, fruit and veggies with Sylvia's famous homemade cookies were served along with coffee and pink lemonade.

Molly Boone won the first door prize of a set of blue leather print weights courtesy of *Framer's Inventory*. Clyde and Sylvia were presented with a set of the print weights as well as a "thank you" for their hosting. Additional door prizes were supplied by Clyde and Sylvia's and Stacy won a beautiful candle with a coaster set. James won a package of special tea with a solitaire game and "The Boss" won note cards and a notebook of the Jody Bergsma collection.

We all had a grand time, well worth the drive of about an hour and 45 minutes.



Virginia Cogdell (right) of STUDIO MOULDING talking with members at the May meeting.

## UPCOMING MEETINGS July & September

The July meeting is planned for *Elk Hills Gallery* in Enumclaw. James Kelly has kindly offered to host the meeting. The meeting will be held on Sunday the 17th. The final decision was made at the last board meeting. Be sure and watch the next issue of the newsletter for directions to the meeting. The meeting topic is to be "Credit Card Machines; Bring what you know, learn what you don't know".

If you are on the e-mail list, messages about the date and time will be going out prior to the meeting. If you don't get a message via e-mail and would like to receive them in the future, just let any of the officers or board members know and you'll be on the list.

Molly Boone, former EPFG President, has opened her NEW shop up to the members for the September meeting. Thanks Molly! I know I can't wait to see all the new ideas that Molly has put into her shop. The meeting topic for this meeting will be "Designing a Frame Shop".

## UPCOMING LOCAL ART EVENTS

### FREMONT FAIR

JUNE 18-19

Fremont District, Seattle.

Street Fair with arts and crafts, food, entertainment, and parade (June 18).

206-694-6706

### NORTHWEST GARLIC FESTIVAL

JUNE 18-19

Sheldon Park, Ocean Park.

Everything garlic from gastronomy to entertainment.

800-451-2542

### TASTE OF TACOMA

JUNE 24-26

Point Defiance Park, Tacoma.

Cuisine from area restaurants and a carnival.

425-283-5050

# Reading Glasses

Submitted by Hope Reimer, Insignia Art Services

## THE ART OF THE PICTURE FRAME

by Jacob Simon, Published by National Portrait Gallery

First being introduced to this book by happenstance, I plucked it out from a plethora of art book titles, it looking most interesting. For about a year I had it in my shop laying among some coffee table books for my customers to look down upon and be impressed. The book was re-introduced to me by rep. Bill Moser connoisseur of closed frames, two years later at an EPFG meeting - thanks Bill! What a find. I picked up the book and decided to indulge myself.



“This book is a pioneering study of picture framing in Britain, written to provoke a change in attitude towards an underrated but essential art. Broad in sweep, it covers 500 years of painting, from the sixteenth century to the present day...” - from the dustcover of “The Art of the Picture Frame”.

Lovely examples of art and frame both in color and black and white are dotted amongst the pages of this book like fine chocolate truffles. To read, to study the detail, to know the original intent and design of the master framers; pages to be savored. I took it as a breath of fresh air in an ‘industry’ so encroached with volume discounting and one-week turnarounds it almost feels like “Frame in a Can” processing. On the heels of Christmas past while the snow falls against the window panes I felt like I’d stepped into a PBS special and had all the time in the world to ruminate over oil gilded techniques and insights that with luck would take me the rest of my life to produce upon one frame. There is even a “Survey of Picture Frames in the National Portrait Gallery” which lists incredible historical and artistic detail about each piece in the collection. It is mind boggling.

For those of us who truly appreciate an exquisitely created frame versus a chopped and joined piece of moulding from 20,000 feet of ‘made by who-knows-where’ this is a delight. Treat your passion of framing to this book and your mind will be well inspired for the coming year.

A side note - The book isn’t cheap. Check second-hand stores and your local library.

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# USE OF THE REGISTRATION MARK (®) IN "OUR WORLD"

Confused about when, and how, to use the ® with PPFA®, Professional Picture Framers Association®, CPF®, etc? Well, so are a lot of folks. Hopefully, this will clarify the issue somewhat for you, and not make it more confusing.


Several years ago, Professional Picture Framers Association applied for and was granted registration protection for these commonly used terms and abbreviations. This was done because there were some shops and/or persons who were using the CPF designation when, in fact, they were not tested and certified by PPFA. So, how are these marks used, and almost as importantly, how do you "make" them in documents, e-mails, etc? First the easy part: to insert the mark in a text document done on your computer, hold down the Alt key and type 0174. This will give you the ® as shown here. This is generally the one to use in e-mails that use "plain text" rather than HTML. If you are working in a Word Processing program, you can create a Superscript (such as shown after PPFA above) by using the appropriate format command. Also, most Word Processing programs will have some type of table for symbols that will provide shortcut keystrokes to simplify the process. Anyone still using a typewriter can overstrike an O and an R, or so I believe.

Ok, now on to the when. Generally, if you are preparing a document, letter, article, etc., the ® is displayed the first time the "item" is used in the piece. In later instances, it is not necessary to repeat its use. See examples in paragraph 1 and 2 above. The term CPF should always be capitalized, and when used as part of your signature block, business card, letter head, etc. should be followed by the ®, since you are tested and certified by PPFA. There may be certain times when you choose to spell CPF out for clarity, as when using the term with those who think you may be a cool Professional Firefighter. In this case, you should use CERTIFIED PICTURE FRAMER designee to indicate just what your qualifications are. Note that there is no ® used, as in this case, it is presumed that you have been designated so by the authority of PPFA.

It is probably much more complicated than I have made it out to be, and I am sure that some lawyer (or PPFA Staff member) will provide the corrections, but this is how I understand it.

Hope this helps,

Paul Knoop, CPF®



### 2005 MEMBERSHIP REGISTRATION FORM

Yes, I'd like to join the Evergreen Picture Framers Guild! Dues are \$55.00 per calendar year (March 1 2005-February 28 2006). I'll be able to attend all EPFG meetings at no charge, receive the monthly newsletter for free, be able to check out resource material from the EPFG library and attend any special events such as the EPFG Education Festival in March at a reduced member price. As an option, I can choose to only receive the monthly newsletter for a cost of \$15.00 per year.

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Please make your check payable to EPFG and mail your check with this form to: June Bounds, EPFG Treasurer  
 c/o William Bounds Gallery 160 Cascade Place, Suite 103 Burlington, WA 98233  
 Questions? Contact Molly Boone, EPFG President (206) 625-0711 or e-mail: mollycpf@aol.com  
 Or contact Hope Reimer, EPFG Secretary (360) 629-0156 or e-mail reimer@camano.net

**GO TEAM!**

**Reprinted from an older issue of the newsletter. Still appropriate today.  
Originally submitted by Joe Huber**

Baseball cards, kid's soccer team photos, NASCAR scale models, autographed basketball shoes (they're big), antique golf clubs, Ken Griffey Jr. Posters, ticket stubs, sports jerseys, home-run balls.

Framing sports memorabilia is a regular part of the framers craft, often requiring a high level of creativity and skill to display effectively and safely. Sports fans and collectors are frequently passionate about their hobby. They are likely to have a substantial emotional or financial investment in the objects they bring to us. How can we offer them a unique and dynamic presentation for their collections?

One idea is to incorporate team colors into your moulding design. Experiment with stacked color combinations for the Mariners, Seahawks and Sonics, as well as the UW Huskies and WSU Cougars. Don't forget your local High School team's colors. By having these sample combinations pre-joined, you will have ready-to-show team color corner samples. Consider a small sports framing section for your sample wall to further promote the idea.

Another idea is to use team or college auto window decals, clothing patches or even bumper stickers as decorative elements in your design. Team logo mat cuts can offer a unique look. Remember to be bold with your design. Subtlety and understatement are not qualities usually appreciated in the world of big-time sports!

For object framing, consider shadow boxes with hinged or removable fronts. This can provide ready access for the object to be shown to fellow collectors and friends, without having to remove the entire framed piece from the wall in order to gain rear access.

By thinking through these ideas and knowing your options for stacked mouldings, decorative design elements and specialty hardware, you can be confident in the success and profitability of each project. And, have fun! After all, how often do you get to stack purple and gold frames together!

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**Famous Quote**

*I don't know anything about art,  
but I know what I like.*

*Anonymous*

Nielsen Bainbridge

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**Contact: Betty 425-957-9022**

**FLETCHER 1100 PROFESSIONAL OVAL & CIRCLE CUTTING SYSTEM.** Cuts ovals and circles from 1" (25mm) to 24" (600mm) wide, 1/2" (12mm) from the top of the mat, perfect V-grooves without attachments - ovals and circles from the front or back of mat - ovals & circles in glass - Accurate multiple mats, multiple openings and inlays that fit perfectly. Includes Owner's Manual, How to Use Video and vinyl cover. Used 8 times - like new \$850. **Contact: CJ Tomaino 425-488-9389**

**HELPFUL HINTS**

What you show in your store, is what you will sell. Do you have a variety of framing options hanging on your walls. Do you also have items framed with not only conservation glass, but also non-glare UV and Museum glass?

Often, all I have to do is point out the difference in the reflection on framed pieces hanging in my store to sell Museum or non-glare glass. The response is always positive. Maybe it's out of range for some customers to afford, but a lot more will opt for the better look than you might imagine.

Upscale framing is also easier to sell if you have an example hanging on the wall of what you are trying to describe. I've actually had customers come in and see something framed up with double mats and double fillets, for example, and say, I love that, that's what I want to do with this. I don't even have to spend time trying to convince them of what would look best.

So, take a look at you walls, with a new customer's point of view, and see if there is room for improvement.

**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

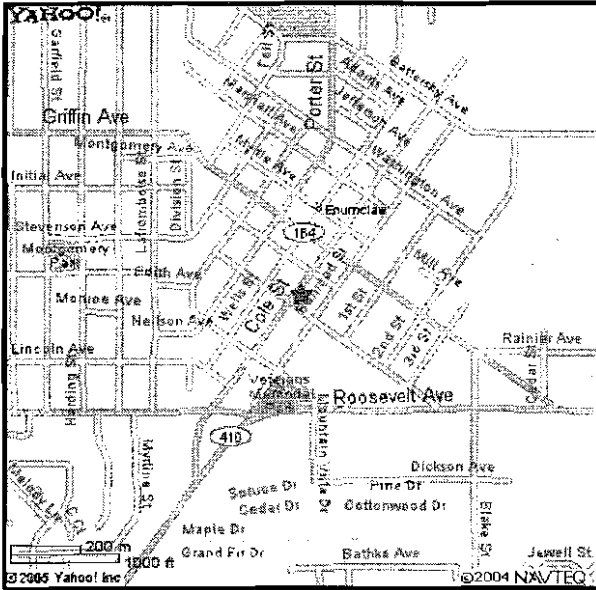
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**Pam Pare**

800-223-0307 ext.454

S.W. Washington

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2005	
<b>JUNE</b> Board Meeting	<b>JULY 17</b> General Meeting Elk Hills Gallery Enumclaw, WA
<b>AUGUST</b> Board Meeting	<b>SEPTEMBER 13</b> General Meeting Seattle Custom Framing Seattle, WA

**JULY 17th**  
**GENERAL MEETING**  
**Elk Hills Gallery**  
**1429 Cole Street**  
**Enumclaw, WA 98022**  
**360-802-9442**  
**Starts at 7:30 p.m.**

**Directions to Elk Hills Gallery**  
*Look for directions next issue.*

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



See page two for address changes.

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**ATTENTION: FRAME SHOP**