



EPFG

**JULY 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?

HOW'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!

### GET OUT THERE

There are many opportunities to expand your knowledge of the surrounding area, local artists and yes even suppliers.

With the summer months upon us, there are Art Festivals almost every weekend. There seems to be something for every taste. Of course, you won't know that unless you take the time to get out and see some of what's available.

It's also a great time to get to see some of the wonderful locations found in our area. A lot of the Festivals are located in beautiful parts of Washington.

And what was that about suppliers? Yes you can also expand your knowledge when the opportunity arises as happened last month. *Framer's Inventory* hosted an Open House and invited framers from all over the area to come and visit their facility.

If you were one of the few that didn't attend, I can only say that you'll be sorry. Take a read at the Featured Sponsor article in this issue. It's all about *Framer's Inventory* and the Open House they put on just for you!

### MOVING FORWARD

The board is continuing to work toward next year's Education Festival. Your input would be greatly appreciated. Members can attend the Board Meetings and just see what happens, or offer input and help.

We are looking and asking for someone to step up to take the position of President and Vice President. We also need a Treasurer. So why not think about how the EPFG has helped you and perhaps now would be a great time for you to help the EPFG by volunteering.

The next Board Meeting is scheduled for August 12th. Contact any Officer or Board member for information, directions and any other questions. We welcome your input.

### SUMMER FILMS

Don't forget about the big summer blockbusters at the local theaters. *Star Wars: Episode III*, *Batman Begins*, *War of the Worlds* have already been released. Have you had the opportunity to frame any movie memorabilia? There's a ton of it out there. Give your customers ideas by framing up a movie poster, or a t-shirt, or perhaps a pin collection.

There are still plenty of movies to come. Maybe there's a movie that's special to you. Perhaps a Western, or even a 'chick flick'. You might be surprised how your customers respond upon seeing a movie poster framed. It can give all kinds of ideas. And we like it when our clients have ideas, that brings them back!

*July 2005 Issue*

<p><b>Membership Dues</b> <b>Advertising Payments</b></p> <p>Paul Knoop, EPFG Treasurer 1054 Berkeley Ave. Fircrest, WA 98466 253-279-2598</p> <p>e-mail: <a href="mailto:pknoop@earthlink.net">pknoop@earthlink.net</a></p>	<p><b>Change of Address</b></p> <p>Paul Knoop 1054 Berkeley Ave. Fircrest, WA 98466 253-279-2598</p> <p>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.</p> <p><b>Display Ad Artwork</b></p> <p>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</p> <p>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 didn't have a winner at the May meeting. That means the Jackpot will be \$100 for the July 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

Summer has finally arrived, and I know that most of us are glad to see the longer days, sunshine and pleasant nights. Hopefully, the weather will be to your liking, and while on the subject of climate, how is your business climate? If things are a little slow, and you find some time on your hands, here is a suggestion. Walk out your front door, turn around, and *really* look at your storefront. Check everything from the signage over the door to the welcome mat on the sidewalk. Look at everything with the eyes of a potential customer; is this someplace you would come into on the spur of the moment? Would the window displays entice you to look further to see what else is inside? After a critical appraisal from the outside, open the door and step inside. Take a hard look around - you will probably see several 'statues in the park', or things you have seen so many times, you don't really see them.

Begin a plan to get the 'statues' cleaned up, or at least moved to the other side of the park! Simple changes in displays and fresh artwork will make a world of difference in what your customers see. An attractive, friendly atmosphere when a potential customer arrives says a lot about your business. With limited disposable income these days, and many businesses vying for every dollar, a first impression is a lasting one, and may be your only opportunity to get the job.

A slower business climate is also an ideal time to do a little re-education, and updating of your skills as a framer. It's really easy to check out materials from the Guild's Library, if you are a member. Just contact Molly Boone, and she can mail materials to you. A listing of available materials is in the Membership directory for last year, and will also be in the new one being prepared for printing now. Or, contact me via e-mail and I can send you a list. And, don't forget about the educational opportunities at our meetings. The July meeting at *Elk Hills Gallery* in Enumclaw promises to be a good one, and I hope to see you there. Check the details elsewhere in the Newsletter.

Two last items on which we need your help. First, please check your mailing label and let us know if it needs updating. And, we would really appreciate having your telephone number, fax number and e-mail address for our records. Lastly, we still need some members to step up and volunteer to help run the Guild - how about you?? Positions of President, Vice President and Treasurer are all vacant at this time, and being filled by past Officers and Board members on a temporary basis. Contact any board member for additional information and details on this opportunity to serve.

Thanks for taking the time to read this,

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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Guild*

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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

## FEATURED SPONSOR ARTICLE

### FRAMER'S INVENTORY - OPEN HOUSE

Sunday June 12th. *Framer's Inventory* graciously opened it's doors to framers from all around the area. Would anyone show up? What would they find if they did? Read on.

I was fortunate enough to get a ride with Ray Miles of *Nielsen-Bainbridge*. He was going to set up a booth at the Open House to display and talk about *Nielsen-Bainbridge* products, mainly the Bevel Accents and Speedmount. We set out from Ray's house at about 8 a.m. Ready to face the open roadway.

After about a two hour drive, we arrived at the newly expanded *Framer's Inventory* facility. What a great building. The building is painted a dark charcoal gray with the white *Framer's Inventory* blazoned on the side.

Upon entering the building, we were greeted by employees waiting to welcome attendees and give each one a goody bag and have them sign up for the door prize drawings.

There were many door prizes given away all throughout the day. About every half hour, Erica would get on the P.A. and announce the winner of the next door prize. The door prizes were varied and included, a box of 32x40 Museum Glass, a box of *Fome-Cor* Acid Free Foam, a Box of *Bienfang* Black Acid-Free Foam, an ATG gun with a box of tape, A *Fletcher* Multi Point Driver with a box of Points, among many others. The Grand Prize, which was saved for the very last drawing was a two nights stay at the *Stephanie Inn Cannon Beach!* WOW! What a deal for those lucky enough to have their name drawn.

People came from near and far. There were framers from as far away as Boise Idaho. That's quite a trek! Is aw many framers from the Seattle area as well. Of course, Oregonians were everywhere.

Chris Pera was also there offering up her knowledge to any and all who would listen. What a generous helpful person Chris is. She has the best ideas and they are all so easy to implement! I stood and watched her several times throughout the day and each time she was talking about something different, but it was all so simple to do. Either she is the queen of "make it look easy", or it *really* is easy.

There were samples of frames that were damaged, but Chris made them look great. She had a great example of a frame that when received it didn't match the original sample. Most of us would panic or not know what to do next. Chris showed us all how easy it was to transform the moulding so that it looked like the

sample. Then she could call up the supplier and have them ship out a new sample for the wall, problem solved.

There were booths for several vendors. *Eclipse* had a rep on hand to demonstrate their computerized mat cutter. Many designs were created during the day and everyone had an opportunity to get in on the fun. *Bienfang* had a rep on hand demonstrating Mounting and Laminating techniques. A press was set up and put to work all through the day. *Fletcher* was represented as well, with it's computer mat cutter and the other various Mat cutters and tools on display with information for each. *Frame Tek* was on display and Greg Fremstad was on hand to answer any questions that came his way. He had several great ideas framed up all using spacers. Greg also demonstrated the new Nori fine art hinging paste. Good stuff. *Tru-View* was also on hand to answer questions about glazing. *ITW* was also represented with their underpinners. Demonstrations were done throughout the day. *Crescent Cardboard* was also on hand to help out with specifiers and mat samples. As mentioned before, *Nielsen-Bainbridge* was also represented. A well rounded display of framing products for all to see and enjoy.

*Studio Moulding* rep, Virginia Cogdell was on hand to answer questions about their mouldings, as *Framer's* carries most of their mouldings now. Also on hand was Patsy Steed of *Max Moulding*. Patsy was there taking orders for the new samples from Max Moulding that *Framer's* now carries and helping out in general.

What about food! Boy was there food! The back corner of the warehouse was cleared out and several large round tables were set up and long buffet tables of food were displayed, waiting for hungry framers to dig right in, and they did! A great variety of food and plenty of it to go around. Drinks were also plentiful and spread throughout the facility in ice filled tubs. Water, sodas, coffee you name it. At the end of the day the buffet was basically empty. I think that means the food was good. I know I didn't see any food left on anyone's plate.

So was the day a success? Well I guess you could ask any of the well-over 300 framers that showed up. That's right, over 300 framers came to see and enjoy the hospitality of *Framer's Inventory*. This is one event that those who attended won't soon forget.



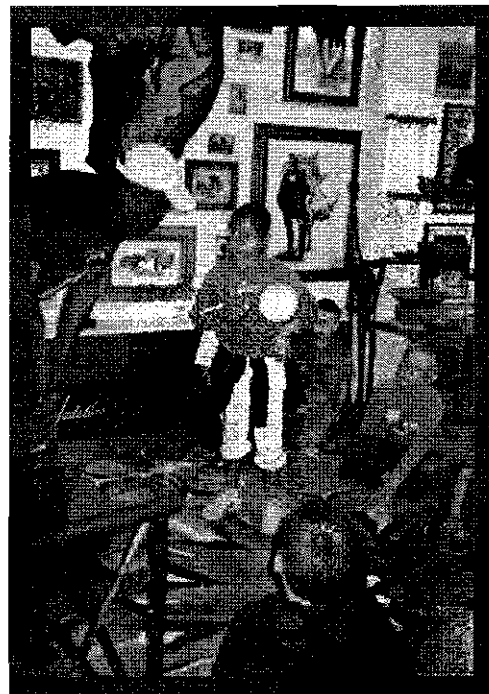
## ELK HILLS GALLERY - JULY'S MEETING PLACE

By James Kelly, Owner

*Elk Hills Gallery* was first established in Enumclaw by a fellow artist and myself. My life in the arts began with Photography. I was a traveling Photographer, going throughout the countryside, capturing the landscape and wildlife of North America on film. Upon returning from a shoot, I was attending and participating in art shows. My work was based out of my home and I hung my finished works in various galleries. Late in the year 2000, I was showing most of my work at the *Freighthouse Art Gallery*, in Tacoma. This is where I met the artist who would eventually encourage me to join her in opening our own gallery, the *Elk Hills Gallery*.

On December 5, 2000 we opened *Elk Hills Gallery* to the public, with our own private collections on display. I soon discovered that the business would need to offer a service in order to keep the gallery running. We were not drawing enough traffic with the gallery alone and art sales would not support the business. So, I decided to begin offering the service of custom framing. For years, I had been matting and framing most of my own work. My partner was not interested in the custom framing. We had a peaceful parting some time later. I began to show works by other artists, most of whom were drawn to the gallery by the framing. The new service was a real draw and word of mouth caused a wave of new customers. Before long, the working space of 530 sq. ft. was not enough for *Elk Hills Gallery*. Only part of each job could be completed in the shop. There was barely enough room to cut mats and glass. I would have to transport mouldings from the suppliers to my home, cutting and joining the frames there. Then, I would carry the frames safely to the gallery for assembly. But it was apparent that I would need a larger gallery and work space. Fortunately, Enumclaw mayor John Wise, helped me to find a better location. The new gallery would be over 2000 sq. Ft. downtown with a Main Street entrance and plenty of parking in the rear.

February 2003 *Elk Hills Gallery* was reopened in the new location. We currently rent wall space to artists. Large and small walls available with a commission discount. We rent to artists such as Sally Martin, Madeline Jones, Helma Raycher and Steve Lepenske. We also house the works of many other artists and photographers. Works vary from Original Paintings in most formal mediums, Photography, additive and subtractive Sculpture, Native American Jewelry and many more very unique pieces that you'll just have to visit our Gallery to see. We also have the honor of hosting special events for student guests, Art fairs, artist receptions and private parties. The new space also includes a full design counter and complete frame shop. No more long hours in the garage cutting frames after work. The job is finished from design to done in one location. We use conveniences of a silent chop saw, compressed air underpinner, wall mount glass cutter, Wizard mat cutter and FerenSoft Trio. We have been so well received here in Enumclaw, it's our pleasure to share out knowledge and work with so many. Today our greatest source of new customers is still word of mouth. Come in and find out why.



Left: Hosting student guests of Kibler Elementary 3rd Grade

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**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".

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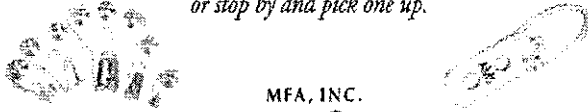
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**HELPFUL HINTS**

Wall Buddies are an alternative to using wire to hang a picture. There are two pieces that are screwed into the frame (for wood) at the top corners. The pieces are triangular in shape and have a saw-tooth bottom (the slanted part).

After putting the Wall Buddies onto the frame there are two hooks that are to be installed in the wall. Now you can measure and mark the places on the wall for the hooks, which can be a little intimidating and difficult as well. Perhaps there's another way!

Cut a piece of cardboard the size of the outside of the finished frame. Then measure down and in to the 'arrow' marks on the Wall Buddies on each corner. Copy these measurements onto the cardboard. Where the two measurements cross, that's where you make a small hole in the cardboard, one for each side. Then the customer holds the cardboard up to the wall (marked side faces the wall) levels it then uses a pencil to make a mark on the wall through the holes. That's where the nail goes. It's so much easier for the customer to install. If the piece is very large you really only need something as wide as the frame and about eight or so inches tall.

**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

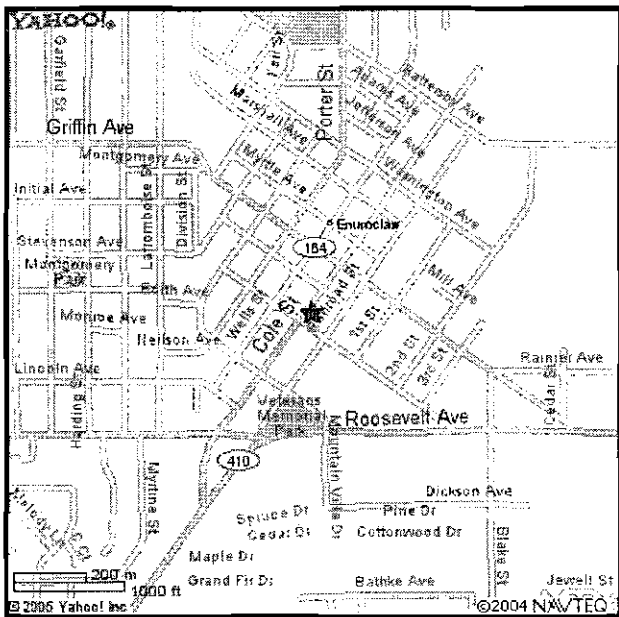
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**Pam Pare**

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

<p><b><i>JULY 17th</i></b></p> <p><b>GENERAL MEETING</b>  <b>Elk Hills Gallery</b>  <b>1429 Cole Street</b>  <b>Enumclaw, WA 98022</b>  <b>360-802-9442</b>  <b>Starts at 7:30 p.m.</b></p>	<p><b>Directions to Elk Hills Gallery</b></p> <p><i>For best directions please call the Gallery at 360-802-9442.</i></p>
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Evergreen Picture Framers' Guild  
 6523 California Ave. SW #104  
 Seattle, WA 98136



See page two for address changes.

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**ATTENTION: FRAME SHOP**