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**JANUARY 2006**

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**Serving Washington & Alaska**

March 19th

13th Annual Education Festival

Embassy Suites, Tukwila, WA

## *Evergreen Picture Framer's Guild*

**HAPPY NEW YEAR**

**EDUCATION FESTIVAL TIME ONCE AGAIN!**



### **ANOTHER YEAR**



It's a new year and plans are well underway for the 2006 EPFG Education Festival. The Board and Officers have been working steadily for the last several months putting together another great day of education opportunities. This issue contains all the information you'll need to make your decisions about which classes to take and how to sign up. Early registration is recommended as some of the classes will fill up as they are limited in size. Don't put it off, you'll just be sorry you did.



### **HIGHLIGHTS**



This year, as usual, you will have a variety of classes to choose from. Some are related to framing, and others are related to running your business. Here is a sampling of class topics; Object Mounting, Marketing Your Small Business, Applying and Gilding Compo Ornaments, History of Frames and Framing, Legal Issues in Framing. As you can see, there's something for everyone. Be sure to look at the center section of this issue to see the full line up of classes being offered this year.



### **A FULL DAY PLANNED**



Once again a full day has been planned. Come early and enjoy the Breakfast Bar. From 7:30 to 8:30 there will be Breakfast items available to enjoy and help get your mind and body ready for the day of activity. The morning classes begin at 8:30. After the morning classes is the Luncheon break. This is a great and fun part of the day. At the beginning of the Lunch break, you'll have the opportunity to pick your

favorite in the Framing Competition. The Framing Competition will be set up in the lunch room and you can view all the entries and pick the one you like best. The Framing Competition Winners will be announced during the luncheon. Prizes will be given out for First, Second and Third place as well as Popular Choice.

Also during the luncheon, many door prizes will be given away. Your chances of going home with something are pretty good! We've given away some terrific items in recent years and this year will be no different. Of course, you can't win if you don't attend.

This year's luncheon will also have something new. There will be a Keynote Speaker. The information is something everyone should hear, so it was decided to have a Keynote Speaker address the entire group. You won't want to miss this!

The afternoon classes follow the luncheon. Then it's time for the Social Hour. Each attendee is provided with one free drink ticket when they arrive. Hors d'oeuvres will be served and there's plenty for all. It's a great time to reflect on the day and visit with your fellow framers. There are usually extra drink tickets available, just keep your eyes and ears open.



### **PLAN IT NOW**



It's time to open this issue and get that registration information out and start making your plans now. March 19th will be here before we know it. Don't miss out on the class you really want or need to take because you didn't sign up soon enough. Last year's Education Festival was one of our best with the largest attendance we've had in quite a while. If you have any questions just contact any Board member or Officer. Contact information is found on page 2.

*January 2006 Issue*

<p><b>Membership Dues</b> <b>Advertising Payments</b></p> <p>Paul Knoop, EPFG Treasurer 1054 Berkely 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 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.**

**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


It's that time once again. The Education Festival is upon us. The Board has been hard at work putting together an event filled day. We have some great classes set up with some well known instructors. Be sure to check out all the information in this issue.

I would like to introduce you to two new Board members who are giving their time and talents for the benefit of each of us. First is Sheri Kennedy, who most of you know as a sales rep for National Glass, and former frame shop owner in our area as well as an employee of several other shops in the Seattle area. She is replacing Tom Whipple on the Board, and we thank him for not only his service to us but especially thanking him for finding his successor on the Board. Second, and the newest member of our Board is Laurie Cole, owner of The Offset Corner, in Snohomish, WA. She has been a member of the Guild for a number of years, and has found the time to work with us to improve the educational opportunities for all framers and owners in the area. A big "welcome" to both of the ladies, and a bigger "Thank You" for volunteering to join our management team.

The pay is low, but the hours are short, and the rewards great; won't you consider giving back several hours a year to help out? If nothing else, we always need articles and photos for the Newsletter. How about documenting that special job you did, but failed to charge the customer enough for? It may well provide some ideas, or a valuable learning experience for someone else in the Guild. Maybe you have a special "thing" that you excel in; how about hosting a meeting, or volunteering to present a program at one of our meetings. There are many ways to contribute to the framing community. Please think about it, and contact any of the Board members who will be happy to help you get started.

See you at the Festival, March 19th!

Paul Knoop, CPF®

 <p><b>EVERGREEN</b> <i>Picture Framers Guild</i></p>	<b>2006 MEMBERSHIP REGISTRATION FORM</b>	
	<p>Yes, I'd like to join the Evergreen Picture Framers Guild! Dues are \$55.00 per calendar year (March 1, 2006-February 28, 2007). 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.</p>	
	Dues \$55.00 <input type="checkbox"/> (Includes Newsletter)	Newsletter Only: \$15.00 <input type="checkbox"/>
Gallery/Frame Shop _____ Address _____ City _____ State _____ ZIP _____ Phone _____ Fax _____ e-mail _____ Web Site _____ Contact Person(s) _____		
<p>Please make your check payable to EPFG and mail your check with this form to: Paul Knoop, EPFG Treasurer                  1054 Berkeley Ave, Fircrest, WA 98466</p> <p>Questions? Contact Paul Knoop, EPFG President 253-279-2598 or e-mail <a href="mailto:pknoop@earthlink.net">pknoop@earthlink.net</a>                  Or contact Virginia Cogdell, EPFG Secretary 206-313-8721 or e-mail <a href="mailto:vcogdell@studiomouldinginc.com">vcogdell@studiomouldinginc.com</a></p>		

## MEETINGS IN 2005

The meetings in 2005 were all around the Puget Sound area. There were numerous topics covered and we had some great locations offered for us to meet at. We even had a couple of meetings on Sundays. That was a first. It was also a good idea as we had a nice crowd at those meetings.

As the 2006 year gets underway, the meetings have all been worked on over the last few months and most if not all the details have been finalized.

We'll have meetings in May, July, September, November and January (2007). Usually the meeting is on the second Tuesday of the month, but once again this year we are planning at least one meeting on a Sunday!

Be sure to watch the calendar on the back of the newsletter to keep up to date with the meeting times and dates and locations. If any changes do occur, that's where you'll have the most current information.

A complete list of meeting places and times will be found in the next issue of the newsletter.

The Board hopes you will take full advantage of these meetings. We'd love to see you at some if not all of them.

**max  
moulding**



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# EVERGREEN PICTURE FRAMER'S GUILD

SUNDAY MARCH 19, 2006

## 13th 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 13th 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 **Mini** Seminars with the **Full** 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 Breakfast Bar, an Awards Luncheon with a special Keynote Speaker, and a Social Hour at the close of classes.

### SCHEDULE OF EVENTS

Sunday  
March 19, 2006

### HIGHLIGHTS

**Object Mounting, Marketing Your Small Business,  
Applying and Gilding Compo Ornaments, History of  
Frames and Framing, Legal Issues in Framing, CPF Prep Class,  
Framing Competition, Giveaways and More!**

As usual, we have a great line-up of classes. We are offering seven three hour classes as well as two one-and-one-half hour classes. This year we have three new instructors; Meg Peters, sponsored by *Crescent Cardboard*, Charles Douglas, owner of *Charles Douglas Gilding Studio* here in Seattle, and Leonard DuBoff, founding partner of *DuBoff Law Group* in Portland, OR. Other instructors include familiar faces from the Guild. Please see the class layouts, pages 2 and 3 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

- 7:30 AM - 8:30 AM
  - Class Registration
  - Framing Competition Turn-In
  - Breakfast Bar
- 8:30 AM - 11:30 AM
  - Morning Classes (found on page two)
- 11:30 AM - 2:00 PM
  - Framing Competition voting for Popular Choice
  - Buffet Luncheon
  - Keynote address
  - Framing Competition Awards
  - Door Prize Giveaways

- 2:00 PM - 5:00 PM
  - Afternoon Classes (found on page three)

- 5:00 PM - 6:30 PM
  - Social Hour
  - free Hors D'oeuvres and one free drink for each attendee

Please check our website [www.nwpictureframers.com](http://www.nwpictureframers.com) for latest information!

**EDUCATION FESTIVAL MORNING CLASSES**

<i>Morning class #1 HALF DAY – Seminar</i>	<i>Morning class #2 HALF DAY – Hands-on</i>
<p style="text-align: center;"><b>Creative Ways to Market Your Business</b></p> <p>This seminar will cover the difference between marketing &amp; advertising; how to save money by avoiding expensive advertising mistakes. I will show you how to gain the competitive edge over the big box discounters, and how to turn your size into a marketing advantage.</p> <p>Also, you will learn how to double your profits without building more frames, and how to plan events to win your customer's loyalty.</p> <p>I will teach you the most effective way to attract the best customers, and how easily you can get free publicity. Discover those things you can do Monday morning to start earning more money.</p> <p style="text-align: center;">Meg Peters, CPF Crescent Cardboard Company</p>	<p style="text-align: center;"><b>Gilding and Applying Compo Ornaments</b></p> <p>Composition ornaments have been used since the 18th century to add decorative detail to picture frames. Literally thousands of pre-cast, unfinished ornaments are available and inexpensive. Applied and finished properly, they can be used to conceal miters while adding a final decorative touch and value to pre-finished mouldings.</p> <p>You will be shown how to apply and gild ornaments with a variety of gilding methods and then tone to blend with a finished frame.</p> <p style="text-align: center;"><b>Class limited to 20-register early!</b></p> <p style="text-align: center;">Charles Douglas Charles Douglas Gilding Studio</p>
<p style="text-align: center;"><i>Morning class #3 HALF DAY – Seminar</i></p> <p style="text-align: center;"><b>Copyright and Legal Issues</b></p> <p>Leonard DuBoff will present some of the more significant copyright, trademark and other issues that are important to those involved in the framing business. His vast knowledge of the field and entertaining presentation style will make this an extremely important course for anyone involved in framing or a related business.</p> <p>DuBoff, a pioneer of the field of art law, will present the key issues that have emerged in recent years and provide you with an opportunity to ask an expert about the host of legal and business issues that confront you in your art-related business.</p> <p>Be prepared for an entertaining, informative and extremely practical program which you cannot afford to miss.</p> <p style="text-align: center;">Leonard DuBoff The DuBoff Law Group, LLC</p>	<p style="text-align: center;"><i>Morning class #4 - HALF DAY - Hands-on</i></p> <p style="text-align: center;"><b>Wrapped Fabric Mats</b></p> <p>Learn how to hand wrap mats and liners, to add another dimension to your framing. Learn why the rich look of real fabric can add double digits to your bottom line. Learn how to give your customers the look that will have them coming back for more.</p> <p>Baer is an internationally recognized, award winning framer who has been doing, teaching, and writing about framing for 39 years. He recently released his new DVD "Fabric Wrapping 101", which will be available to purchase.</p> <p>As well as the Rep for Frank's Fabrics, Garrett Moulding and others, he is also a frequent contributor to the Guild's education efforts.</p> <p style="text-align: center;"><b>Class limited to 20-register early!</b></p> <p style="text-align: center;">Baer Charlton, CPF, MPF Frank's Fabrics For Framers</p>

**Breakfast Bar (included) is served from 7:30 to 8:30 a.m.**

**After the morning classes be sure to take advantage of the Buffet Lunch and our Keynote Speaker--It's part of your paid registration.**

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

***EDUCATION FESTIVAL AFTERNOON CLASSES***

<i>Afternoon class #1 HALF DAY - Seminar</i>	<i>Afternoon class #2 HALF DAY - Seminar</i>
<p align="center"><b>CREATIVE FRAMING-</b> <b>Thinking outside the shadowbox.</b></p> <p>This seminar will cover...</p> <p>The value of offering creative framing; How to build your own brand loyalty; 10 creative techniques you should be selling; Up-selling better products &amp; services; Putting a price on creativity; Easy ideas designed to impress; and, Step-by-step instructions for my favorite framing techniques .</p> <p align="center">Meg Peters, CPF Crescent Cardboard Company</p>	<p align="center"><b>HISTORY OF FRAMES AND FRAMING</b></p> <p>Baer, in his inimitable style, will guide you on a romp through the history of where frames started, where designs came from, and even some of the back room trash talking about major styles and periods of frames.</p> <p>Do you know your Rococo from your Baroque? All four of the Louies and why they changed art? Who were the Regents, anyway. And, why was the Federal Period a defining moment in the art of the frame? What is unique to America, and when did framing start to be about "the wall". These questions are answered, and more, when Baer talks Big Freaking Gold Frames!</p> <p align="center">Baer Charlton, CPF; MPF Frank's Fabrics for Framers</p>
<p align="center"><i>Afternoon class #3 HALF DAY – Hands-On</i></p> <p align="center"><b>OBJECT MOUNTING TECHNIQUES</b></p> <p>A practical, hands-on class in how to mount just about anything. Various methods of attaching dimensional items to mount board, providing the means of controlling the depth of the mount, glazing, and finishing the art will be discussed, shown, and practiced using YOUR object. Please bring an item which will fit into an 8x10 frame and we will provide the remaining materials. More importantly, Grant will provide the guidance which will allow you to leave with a display piece ready to frame for your shop. This class is a must for the individual new to the business of framing.</p> <p align="center"><b>Class limited to 30-register early!</b></p> <p align="center">Grant Smith, CPF Canadian Picture Framer's School</p>	<p align="center"><i>Afternoon class #4 QUARTER DAY – Seminar</i></p> <p align="center"><b>CPF PREPARATION CLASS</b></p> <p>Planning to take the CPF test this year? This is the class for you. References and how to obtain them, what to study, when and where the test is to be given. Then, a practice test to give you a "feel" for the real thing. Becoming a CPF makes good business sense, and marks you as a professional in our trade.</p> <p align="center">Molly Boone-Jones, CPF Seattle Custom Framing, LLC</p> <p align="center"><i>Afternoon Class # 5 QUARTER DAY – Hands-On</i></p> <p align="center"><b>INTRODUCTION TO GILDING</b></p> <p>Explore the mysteries of the ancient craft of gold leaf gilding. Seattle gilder Charles Douglas will demonstrate the techniques of traditional water gilding, oil gilding, and restoration of gilded antique frames. Try your hand at laying genuine 23k gold leaf and bring your questions to an open discussion of old world gilding.</p> <p align="center"><b>Class limited to 20-register early!</b></p> <p align="center">Charles Douglas Charles Douglas Gilding Studio</p>

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

**Following the afternoon classes, meet new friends at the Social Hour.  
It's part of your paid registration.**

**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!**

PRINT COMPETITION INFORMATION**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. Read the adjoining article about this year's "print".

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.

**Entries** may be individual or a combined shop entry. Copies of the Judging, Criteria and Framing Description forms **must** be completed and are found on our web site, [www.nwpictureframers.com](http://www.nwpictureframers.com), or contact Bob Holcomb, newsletter editor at 425-895-8822 or [exafixer@yahoo.com](mailto:exafixer@yahoo.com).

**The Framing Competition "Print"**

This year's art for the Framing Competition is a limited edition serigraph with a NW Native American theme, done and donated by a local artist, Roger Purdue, who lives on Orcas Island. 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? Only a few pieces remain, so contact Lynn Clark to get your copy. Lynn can be reached at :

Lake City Picture Framing  
14028 Lake City Way NE  
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206 363-2100

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# Picture Framers GUILD

13th Annual Education Festival  
March 19, 2006

Embassy Suites  
Tukwila, WA

**EPFG MEMBERS**  
**Early Registration \$125**  
**Before March 4th**

Includes breakfast bar, a full day of classes (your choice), luncheon and one free drink during the Social Hour at the end of the day. **This price also includes 2006 membership dues in EPFG and includes the EPFG Newsletter.** Each additional attendee from this company is only \$70.

\*\*\*\*EPFG MEMBERS registration increases to \$150 after March 4th & additional attendees to \$95.\*\*\*\*

### Member Information (Frame Shop or Individual)

EPFG Members \$125 before March 4th and \$150 after March 4th

(Company or Individual) Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Class Choices: \_\_\_\_\_

### Additional Attendees from your Shop

\$70 each before March 4th and \$95 each 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 12th to:

Lynn Clark  
C/O Lake City Picture Framing  
14028 Lake City Way NE  
Seattle WA 98125-3618

Late Registration or questions,  
CALL: Lynn at 206 363-2100  
or: Paul at 253 279-2598

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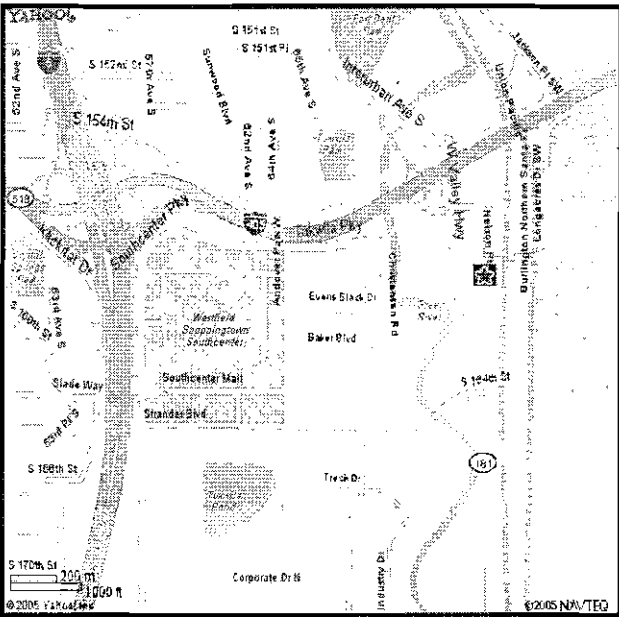
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2006	
<b>FEBRUARY</b>	<b>MARCH 19</b>
Pre-Festival Board Meeting	Education Festival Embassy Suites Tukwila, WA
<b>APRIL</b>	<b>MAY</b>
Board Meeting	General Meeting Watch for Details

**March 19**

**13th Annual EDUCATION FESTIVAL Embassy Suites Hotel**  
**15920 West Valley Hwy**  
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**425-227-8844**

**Directions to Embassy Suites Tukwila**

*North or South on I-5 take the Interstate 405 exit at Southcenter (going East). Take exit #1. Make a Right at the end of the ramp and go to the first stop light and make a Left. The Embassy Suites is on the Right.*

*Going South on I-405 take Exit #1 and make a Right at the end of the ramp and go to the third stop light and make a Left. Embassy Suites is on the Right.*

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See page two for address changes.

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