



EPFG

**FEBRUARY 2006**

Free to EPFG Members

\$1.25 for nonmembers.

**Serving Washington & Alaska**

March 19th

13th Annual Education Festival

Embassy Suites, Tukwila, WA

## *Evergreen Picture Framers' Guild*

### EDUCATION FESTIVAL EARLY REGISTRATION DON'T MISS OUT!



EDUCATION FESTIVAL



Jan 2006 Meeting  
The Framemakers, Tacoma



Here it is the beginning of February already. The months just seem to fly by. March 19th, you know, the Education Festival, will be here soon enough. Act NOW to get your registration in before the early registration deadline arrives. That's a great way to save on your registration fee.

Have you started on your framing competition piece for this year? The few prints we had are no longer available, so those of you lucky enough to get one had better not let the time get away from you. All the information about the framing competition can be found inside this issue of the newsletter or on the EPFG website, [www.nwpictureframers.com](http://www.nwpictureframers.com).

In case there is any confusion, the framing competition is not an open competition. The print was donated by a local artist and accepted by the EPFG board. But, the competition is open to all members. So get your ideas flowing and come up with a winning entry. Remember, cash prizes as well as ribbons will be awarded at the luncheon on the 19th.

Also this year, the luncheon will feature a Keynote address by a well known and respected legal authority in the field of the fine arts. Leonard DuBoff lives and works in Portland, and will be teaching one of our major classes in addition to the keynote speech.

We expect to have a great turnout again this year at the Education Festival. Be sure to take time and meet some of your fellow framers during the Festival. You'll have time before classes, during the luncheon and also during the Social Hour after the last classes. We'll also have many of our local sales reps attending. It's a great time to catch up and get to know them better.

The January meeting of the EPFG was held at the framemakers in University Place. Anna Johnson, the new owner, has been busy making changes and building her business since acquiring it in April. One of Anna's strengths is her skills with the Wizard. During the meeting Anna demonstrated how she designed and cut a mat for a customer who specializes in needle art. Step by step, Anna walked us through the initial design on matboard, colorcoding the cutting process, inputting the information into CAD, and cutting the mat. Following the v-groove cuts, Anna taught us a neat little trick on using markers to color the v-groove. Some matboard finishes are slippery and resistant to the markers, and these matboards are a charm to color since the marker wipes off from the surface - no taping around the v-groove!

The EPFG would like to thank Anna and her staff for hosting our first meeting of 2006. Stop by and meet Anna and see examples of her creativity - including the portrait whose eyes follow you around the room!

Alexa Folsom-Hill of the Tacoma School of the Arts gave a brief talk introducing the school and its programs. Each March, the school holds an art auction to raise money for its arts programs. Alexa is hoping that EPFG members can help with the auction by framing students artwork. Interested parties can contact Alexa at 253-571-7919 or [projectcoordinator@tsotapartners.org](mailto:projectcoordinator@tsotapartners.org). Look for more on tsota later in the year.

*February 2006 Issue*

<p><b>Membership Dues</b> <b>Advertising Payments</b></p> <p>Lynn Clark c/o Lake City Picture Framing 14028 Lake City Way NE Seattle, WA 98125 206-363-2100 e-mail: lynn.clark@comcast.net</p>	<p><b>Change of Address</b></p> <p>Paul Knoop 1054 Berkeley Ave. Fircrest, WA 98466 253-279-2598 e-mail: pknoop@earthlink.net</p>
<p><b>Classified Ads</b></p> <p>Free for EPEG 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: 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 **Meetings**  
 Page 5 **Education Festival**  
 Page 6 **Education Festival**  
**Insert Registration Form**  
 Page 7 **Education Festival**  
 Page 8 **Education Festival**  
 Page 9 **Sponsor Page**  
 Page 10 **Sponsor Page & Famous Quote**  
 Page 11 **Classified Ads & Helpful Hints**  
 Page 12 **Calendar of Events & Map**

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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.**

**EPEG 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 \$10 or 2 for \$15 (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 payment for the number wanted plus \$3 postage to: Lynn Clark (EPFG) c/o Lake City Picture Framing, 14028 Lake City Way NE Seattle, WA 98125 Make the check payable to EPFG.



## Our President's Pen

Well it's almost time for another Education Festival. Thirteen years since we have been keeping a count of them! Time flies when you are having fun, but by this time next month, it will seem like several centuries that we have been doing this. As you probably can appreciate, it takes a lot of work by many dedicated folks to bring you these outstanding educational opportunities. Keep in mind that you don't have to spend big bucks flying to Las Vegas, Orlando or California to learn from the industry leaders. I feel that we have consistently provided instructors and programs that rate with the best any organization has to offer, and at a modest cost to all business owners.

All of this is leading up to a suggestion that you register early to attend this year's festival on the 19th of March. Note that late registrations (after March 4th) are more expensive than doing it now, while it is fresh in your mind. And, by early registration, you can ensure that you have the choice of classes, especially those that have limited seating. Just use the registration form included in the Festival Flyer, which is part of this Newsletter. It can be folded, your check inserted, taped and postage applied. No envelope needed!

By way of a reminder, we are still seeking volunteers to work with the Guild during the coming years as Officers, Board Members, meeting hosts, and instructors. Please consider giving something back to the organization that has brought you so much in the past. The present workers need a break after many years of service, so help keep the Guild alive and growing-sign up now to assist. Your ideas and suggestions on programs, newsletter articles, classes and general operations are also welcome. Let us hear from you.

Have you checked our temporary website? Thanks to John Ferens, owner, CEO, CFO, head guru and chief geek of FerenSoft, for providing the space and posting our information until a complete website is up and operational. It will be found at the same address, [www.nwpictureframers.com](http://www.nwpictureframers.com), so keep coming back to check on our progress and new offerings. There you will find the latest updated information about the Festival and other Guild happenings. Your ideas on content and layout of the final site will also be appreciated, and you need tell us what you would find useful.

Thanks for reading and register now!

Paul Knoop, CPF®

### 2006 MEMBERSHIP REGISTRATION FORM

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.



**EVERGREEN**  
*Picture Framers' Guild*

Dues \$55.00   
(Includes Newsletter)

Newsletter Only: \$15.00

Gallery/Frame Shop \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 e-mail \_\_\_\_\_  
 Web Site \_\_\_\_\_  
 Contact Person(s) \_\_\_\_\_

Please make your check payable to EPFG and mail your check with this form to: Lynn Clark, EPFG Treasurer  
 c/o Lake City Picture Framing 14028 Lake City Way NE Seattle, WA 98125

Questions? Contact: Paul Knoop, EPFG President 253-279-2598 or e-mail [pknoop@earthlink.net](mailto:pknoop@earthlink.net)  
 Or contact: Virginia Cogdell, EPFG Secretary 206-313-8721 or e-mail [vcogdell@studiomouldinginc.com](mailto:vcogdell@studiomouldinginc.com)

**WEBSITE**

**www.nwpictureframers.com**

The EPFG is currently working on our own website! It's actually up and running. It's filled with information about the upcoming Education Festival.

All the information about the classes, instructors, times and the rest of the day's events are available. If you need a registration form or any of the forms for the framing competition, you can download and print them from the site. How much easier could it be? No more waiting for the mail.

Be sure to check back from time to time as the website will be changing and we'll be filling it with even more information. All the upcoming meetings for the year will be posted with locations and topics. It'll be so much easier to decided where the meeting will be and that'll help you be able to plan to attend.

We have some great meetings lined up for the coming year and you'll not want to miss any of them.

So, check out the Evergreen Picture Framer's Website, **www.nwpictureframers.com** and keep coming back. It's worth the time and it's all for your benefit.

**We'd love your input about the site. Any suggestions would be greatly appreciated.**

**max moulding**



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- ◆ National

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- ◆ Custom Shapes

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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.

### 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

### SCHEDULE OF EVENTS

Sunday  
March 19, 2006

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**

<p><i>Morning class #1 HALF DAY – Seminar</i></p> <p 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 align="right">Meg Peters, CPF Crescent Cardboard Company</p>	<p><i>Morning class #2 HALF DAY – Hands-on</i></p> <p 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 align="center"><b>Class limited to 20-register early!</b></p> <p align="right">Charles Douglas Charles Douglas Gilding Studio</p>
<p><i>Morning class #3 HALF DAY – Seminar</i></p> <p 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 align="right">Leonard DuBoff The DuBoff Law Group, LLC</p>	<p><i>Morning class #4 - HALF DAY - Hands-on</i></p> <p 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 fraamer 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 align="center"><b>Class limited to 20-register early!</b></p> <p align="right">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**

<p><i>Afternoon class #1 HALF DAY - Seminar</i></p> <p><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>Meg Peters, CPF Crescent Cardboard Company</p>	<p><i>Afternoon class #2 HALF DAY - Seminar</i></p> <p><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>Baer Charlton, CPF; MPF Frank's Fabrics for Framers</p>
<p><i>Afternoon class #3 HALF DAY - Hands-On</i></p> <p><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><b>Class limited to 30-register early!</b></p> <p>Grant Smith, CPF Canadian Picture Framers School</p>	<p><i>Afternoon class #4 QUARTER DAY - Seminar</i></p> <p><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>Molly Boone-Jones, CPF Seattle Custom Framing, LLC</p> <p><i>Afternoon Class # 5 QUARTER DAY - Hands-On</i></p> <p><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><b>Class limited to 20-register early!</b></p> <p>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  
Seattle WA 98125  
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**

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

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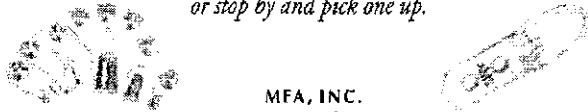
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## **HELPFUL HINTS**

Here's a tip from another of our members.

Carpenter's wood filler from Elmer's which, unlike Wood Dough (a wood Cellulose product that is acetone soluble), the wood filler is water soluble making for easy application and easy clean-up. It's also stainable and sandable. It comes in a few wood tone colors and can be used to fill gaps and chips in the corners along with sculpting some minor repairs on a customer's old damaged frame. It can be found in tins at Fred Meyer in the paint section and also in tubes in the paint section of Home Depot

If you have a Helpful Hint you'd like to share just e-mail the newsletter editor at [bobtheframer@yahoo.com](mailto:bobtheframer@yahoo.com) and your hint could help others too!

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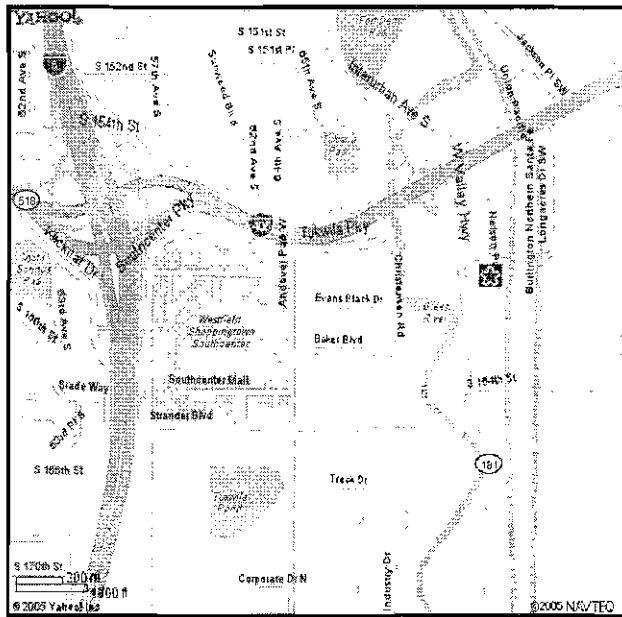
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2006

<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  
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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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