



EPFG

**APRIL 2006**

Free to EPFG Members

\$1.25 for nonmembers.

**Serving Washington & Alaska**

April 11th - Board Meeting

Honey Bear Bakery, Lake Forest

Starts at 7:00 p.m.

## Evergreen Picture Framer's Guild

### 13TH ANNUAL EDUCATION FESTIVAL

### NOT CURSED!

WOW! What a great time we all had at the 13th Annual Education Festival. The turnout was terrific once again this year. A lot of new faces along with many familiar ones. Great to see old friends once again and renew those friendships. Not forgetting the wonderful classes full of opportunities for learning from fellow framers and well known instructors in the industry. A day full of activities for all to enjoy.

After all the detailed planning over the past year by the EPFG Board Members and Officers, the day was a success! The classes were well attended. The instructors were informative and helpful. The attendees were eager to learn. It was unbelievable how many were there at 7:30 a.m. an entire hour before the first classes were to begin! Now that's eager *and* great to see!

This year we had some new instructors that have not graced the Education Festival before. We had the well known Meg Peters, CPF who was sponsored by *Crescent Cardboard Company*. Meg taught classes on Creative Ways to Market a Small Business and Creative Framing - Thinking outside the Box. Charles Douglas, a Seattle resident and owner of *Charles Douglas Gilding Studio*, was on hand to teach gilding techniques. Leonard Duboff is a resident of Portland, OR. A founding member of *The DuBoff Law Group, LLC*. Leonard not only taught a class on Copyright and Legal Issues, but was also the keynote speaker during the luncheon.

Along with these new instructors, a few other favorite instructors were on hand to help out. Baer Charlton was on hand to teach all things fabric. Baer taught Wrapped Fabric Mats. Then in the afternoon he switched gears to the History of Frames and Framing. Baer was sponsored by *Frank's Fabrics for Framers*. Grant Smith of *The Canadian Picture Framer's School* was on hand once again to offer his talents as well. Grant

taught a class on Object Mounting Techniques. The final instructor was Molly Boone-Jones of *Seattle Custom Framing*. Molly taught a class on CPF Preparation. A vital class for those interested in becoming a Certified Picture Framer. Molly is the past president of EPFG and has been a real help with this year's Festival.

The Board Members and Officers extend their heartfelt thanks to the instructors this year. You did a great job! Thanks for taking time out of your busy schedules for the EPFG and we hope to see you again in the not too distant future.

Well, we were in for a surprise with the framing competition as well. As the competition pieces started to arrive, the excitement grew. What does this one look like? Ooh, I wonder what frame they used? This feels really heavy, I wonder what's different about it? And they kept coming. This one must have a narrow frame, and this next one might be a shadowbox! I wonder. And they kept coming. This is odd, is it round? Now that's curious. And then this one, it feels odd too! I'm really not wanting to wait until lunch to see these. And they kept coming. Yes we had a terrific turnout for the 13th Annual Education Festival Framing Competition.

Twelve, count them twelve entries in the framing competition. Each one different and unique and so creative. It was truly amazing and very exciting. I'm glad I wasn't a judge. What a hard job that is. And especially with this year's wonderful entries. Amazing and truly inspiring. If you didn't attend, you really missed out not seeing the finished products in person.

There will be photos of each one in the upcoming issues of the newsletter. You will also see the winning entries and what wowed everyone in the Popular Choice category as well. Thanks to everyone who entered! You inspired everyone in attendance.

*April 2006 Issue*

|  |  |
|--|--|
| <p><b>Membership Dues</b><br/><b>Advertising Payments</b></p> <p>Lynn Clark<br/>c/o Lake City Picture Framing<br/>14028 Lake City Way NE<br/>Seattle, WA 98125<br/>206-363-2100<br/>e-mail: lynn.clark@comcast.net</p> | <p><b>Change of Address</b></p> <p>Paul Knoop<br/>1054 Berkeley Ave.<br/>Fircrest, WA 98466<br/>253-279-2598<br/>e-mail: pknoop@earthlink.net</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<br/>c/o Millennium Gallery<br/>16118 NE 87th Street<br/>Redmond, WA 98052<br/>425-895-8822<br/>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.**

**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 \$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.**

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## Our President's Pen

What a great Festival we had on the 19th! I have not heard of any negative comments; in fact, most folks indicated that it was probably the best ever. For those of you who attended, we certainly thank you for your support, and value the comments you provided on your critique sheets. If you did not complete one, or have thought of other comments to share, please pass them on to any of the Board Members.

Those of you who did not have the opportunity to attend, we certainly missed your presence, and hope that the information in this and later issues will whet your appetite for next year. The print competition, especially, was superb this year. Next month's issue of the Newsletter will feature the winning pieces as well as information about the classes. Watch for it.

Now just a few statistics on the day's events:

- \* Over 100 people were in attendance during the course of the day
- \* The Breakfast Bar was a first, and there was *almost* enough food to go around
- \* There were 12 entries in the framing competition this year
- \* The 16 major sponsors and contributors were key to the success of the day; look for their names, and please thank and support them!
- \* 18 shops or individuals were "first timers" to our event; we hope that you become active members of the Guild
- \* In addition to Washington, attendees from Oregon, Idaho, Montana and Canada were represented in the classes

The Board will meet at the Honey Bear Bakery/Third Place Books in Lake Forest Park. Members are encouraged to attend and get to know the Board and Officers better and perhaps make some suggestions or lend a hand. The meeting starts at 7:00 pm.

Thanks for reading, and hope to see you at one of our meetings,

Paul

**IF YOU HAVE PHOTOS OF THE EDUCATION FESTIVAL THAT YOU'D LIKE TO SHARE  
WITH THE GUILD, PLEASE E-MAIL THEM TO THE NEWSLETTER EDITOR AT:  
[exafixer@yahoo.com](mailto:exafixer@yahoo.com)**

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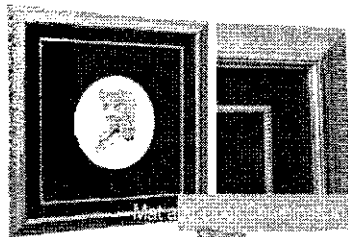
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## EPFG EDUCATION FESTIVAL OVERVIEW

Before 7:30 a.m. on a clear sunny day, the EPFG Officers and Board members were already hard at work getting tables set up and filled with paperwork. All kinds of paperwork. A calendar of the coming year's meetings, listing all the Board meetings and the General meetings. Places and times so everyone would know what's to come. A map showing the layout of the hotel and which rooms would have what classes in them. Two flyers that inform specifically about the next two General meetings, including speakers, topics, times and locations. Of course the name badges all had to be arranged. One set for attendees and one set for Sales Reps. Drink tickets had to be ready and inserted in the name badges to insure that everyone has at least one for the Social Hour. Also name cards were inserted in the badges to be removed and entered in the drawings for the various door prizes to be given away during the luncheon. And that's just a small part of what needed to be set up on the tables.

The framing competition had to have a table set up as well. Entries had to be written up showing the framer's names and shop information. A number is assigned to each entry. The framed pieces were then taken into the lunch room where grids were being assembled so the competition pieces would make a nice display. The framed competition pieces then had to be unwrapped and hung on the grids and their corresponding numbers had to be placed so each could be judged, first by the official judges, then by all the attendees for the Popular Choice selection.

Breakfast was available for attendees to enjoy before the morning classes began at 8:30. Someone had to be sure the breakfast bar was stocked correctly and that everyone was getting what they needed.

Class evaluation sheets were being taken into the various classes and given to the instructors so that each attendee would be able to evaluate the class, instructor and information after the class was over.

Table displays were being placed for the luncheon. These included flowers, signs listing all the Festival Sponsors and information about the upcoming General meetings.

The instructors are checked with to be sure everything they need is on hand. The rooms are also checked to verify that tables and chairs and other equipment have been placed as requested.

At 8:30, it's now time to start the morning classes. All the work is over. Or is it?

### EDUCATION FESTIVAL SPONSOR LARSON-JUHL

Classes are in process. The framing competition is finally set up and the judges are beginning their arduous work. The board members that don't attend classes are working to get the door prizes ready for the luncheon. The lunch speech is being worked on, hopefully nothing will be forgotten. Attendee totals are being gathered. The name tags are checked to see who hasn't arrived yet. Which sales reps have arrived and which are still expected.

Morning break needs to be taken care of. Is the coffee set up yet. Are there other drinks available? Someone needs to let the instructors know when break is available.

The popular choice items need to be set up and ready before the luncheon. The paper and pens and the box for the entries to be put in have to be ready. Someone has to be ready to inform the attendees what they need to do. "Get a seat and then make your choice for Popular Choice in the framing competition. Then come back out here and get in line for the lunch buffet."

### EDUCATION FESTIVAL SPONSOR NATIONAL GLASS

Soon the judges will be finished with their work and the numbers will need to be tallied so the winners can be announced. The table set up for the judges to use needs to be moved and the lunch room final preparations made.

The classes are going to be out soon. Sales reps are starting to arrive. It's good to see so many here to support the Guild and participate in the days activities.

It's time for the luncheon. Slowly, the attendees head toward the lunch room. Little by little they begin viewing the framing competition. The excitement builds. More and more enter the room, find a seat, then try to squeeze in to make their selection for popular choice. Instructors and sales reps start to come in as well and it's hard to hear yourself think. Wow, you hear people say. "What great frame jobs" and "These are wonderful!"

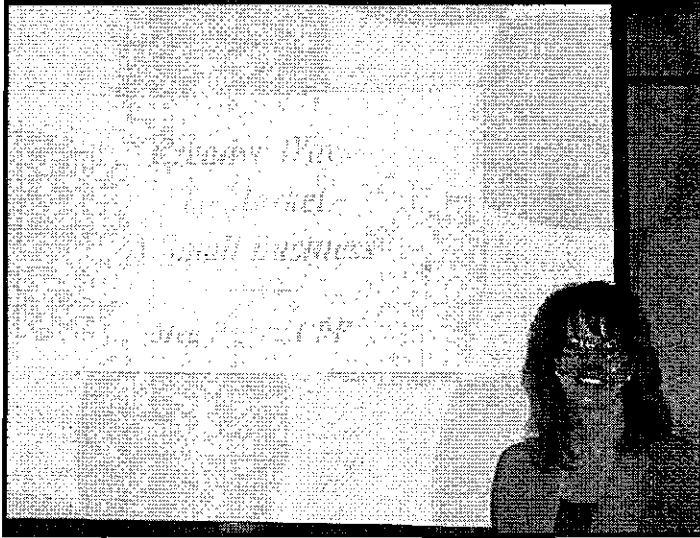
Slowly the group moves from the framing competition to the lunch buffet. Everyone is anticipating the luncheon announcements. Will the popular choice winner be the one they picked?

### EDUCATION FESTIVAL SPONSOR FRAMER'S INVENTORY

### EDUCATION FESTIVAL SPONSOR PACIFIC FRAMING SUPPLY

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CRESCENT CARDBOARD COMPANY**

The lunch room fills with attendees after getting their lunches. The tables are filling up. People are visiting and enjoying getting to know their neighbors. The framing competition pieces seem to be on everyone's mind. Who will win?



**Meg Peters, CPF Instructor  
Sponsored by Crescent Cardboard Company**

After a time, Molly Boone-Jones gets up and starts speaking to the group. Sponsors and EPFG Board members and officers are thanked. Door prizes are starting to be given out. This is fun! Many door prizes are drawn and then Molly announces that it's time for our keynote speaker to take the floor. This is a new treat.

Leonard DuBoff a lawyer with a great knowledge of Art and Copyright laws give a talk about various issues to watch out for when dealing with customers and artists artwork. What documentation you should have and what things to be sure are mentioned in those documents. Know your rights as well as the rights of the owner of the art. Questions are answered as they come up and the information continues to flow.

Next Molly gets up again to give out more door prizes. Then it's time for the announcements for the Framing Competition. The popular choice votes have been counted and the winning information is given to Molly along with the Framing Competition final tallies.

**EDUCATION FESTIVAL SPONSOR  
CANADIAN PICTURE FRAMER'S  
SCHOOL**

Molly first announces the Third Place winner. The frame job is taken up to the front so the winner can be seen with their entry and photos can be taken. The third

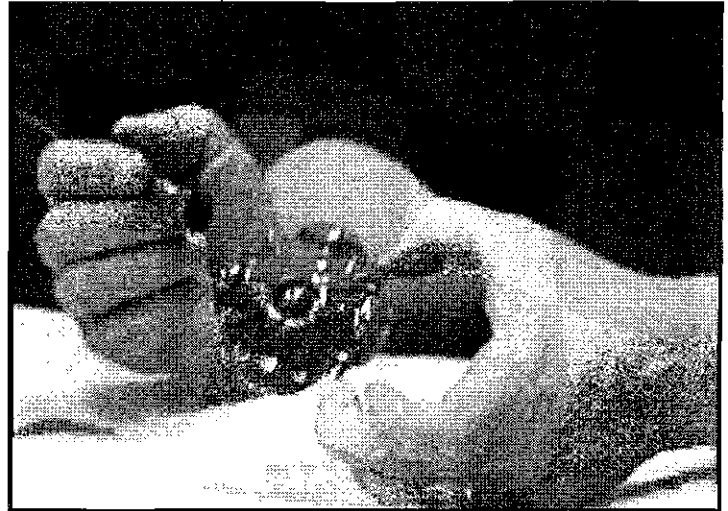
place ribbon and check is awarded. Next Molly announces the Second Place winner. The framed entry is brought up front and once again photos are taken and the ribbon and check are awarded. It's now time for the moment that everyone has been waiting for. The first place winner is announced. The winning entry is brought up and photos are taken. Finally, the Popular Choice winner is announced and the crowd is thrilled!

The luncheon starts to wind down and soon it will be time for the afternoon classes to begin.

**EDUCATION FESTIVAL SPONSOR  
FRANK'S FABRICS FOR FRAMERS**

The Classrooms need to be set up for the next classes. The attendees then move from the lunch room into their various classes. The lunch room is vacated all except for a few that are trying to get the EPFG equipment out of the room.

The Framing competition pieces have to be taken down and wrapped and labeled for their respective owners to take. The grids have to be taken apart and removed. The popular choice box and paraphernalia are gathered up and removed. The table signs are gathered and boxed so they can be re-labeled for use next year.



**Work being demonstrated  
in the Gilding class**

The afternoon is quieter than the morning. Once the lunch room is cleared of EPFG materials, vehicles are loaded and it's time for a small rest from the days activities. Several of the Sales reps have left after the luncheon. Most Board members and officers are in classes. A couple are left to man the tables and be ready if help is needed.

The tables are cleared of unnecessary items and the area is then prepared for the Social Hour. Everyone has a drink ticket and is encouraged to stay for the Social Hour and enjoy the many hor's d'oeuvres.

**EDUCATION FESTIVAL SPONSOR  
TRU VUE**

The classes let out and the attendees start gathering for the Social Hour. The bar has been set up and the food is on it's way. The attendees take their treasures out to their vehicles and return to enjoy the end of the day.

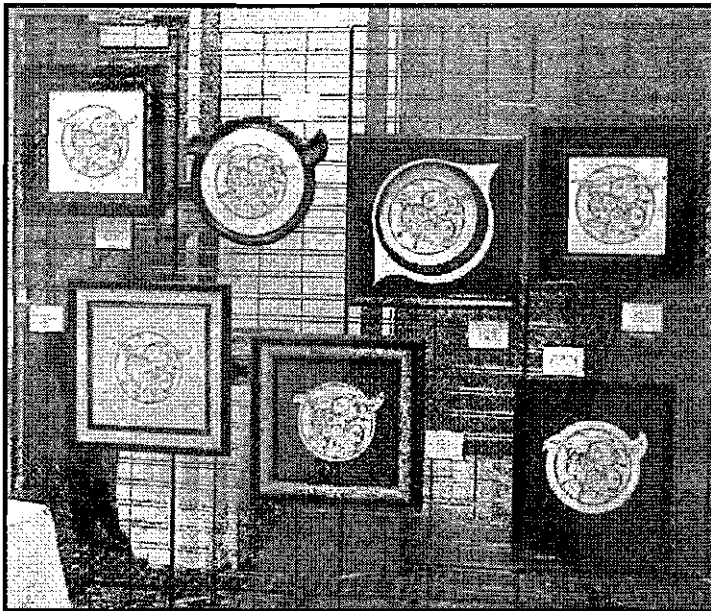
The tables fill up and everyone enjoys the company of their fellow framers and sales reps. Much is discussed from the day's activities. Good food, good friends and good conversation. A great end to a full day of education.

Slowly the group starts to clear out. Little by little the remaining items are cleared out of the classrooms. Items are gathered and boxed up and then taken to vehicles.

The tables are checked and as usual there is an item or two that turns up without an owner. Eventually the owners will be found.

Thanks to all who attended and to those who work so hard behind the scenes to make this event possible. Thanks also to all our wonderful sponsors.

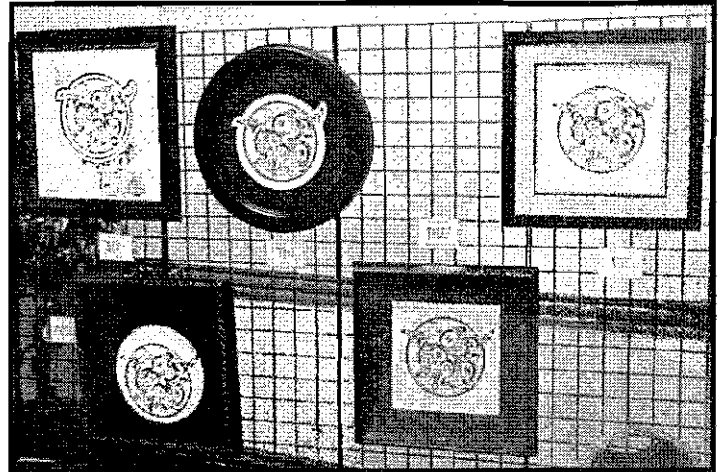
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**A view of some of the many entries  
in the Framing Competition**

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**EDUCATION FESTIVAL SPONSOR  
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**Notice the variety in the framing  
for the Competition.**

During the Luncheon, Paul Knoop, CPF announced that he is taking the lead of our organization for another year. Paul was President of EPFG four years ago and has been on the sidelines ever since. We've not had an official President this past year and Paul has graciously volunteered to step into the role for one last year. It's on our shoulders to get a President to take over next year.

As was mentioned during the luncheon, it probably seems a little scary for anyone interested in becoming more involved with the organization.

The best and easiest way to see what's involved in running the organization is to attend a few board meetings. They really are enjoyable and don't take up much time. You can see what's discussed. How items are dealt with and just how things are carried out. If you just want to attend and do nothing else, that's fine. You'll be surprised how easily it's all done when there is a plan and the plan is followed. The board and officers have been doing this for quite some time and we know the things that need to be taken care of and when. By breaking up the jobs into segments it's not overwhelming for any one person.

As the previous article shows, there's a lot of work involved with putting the Festival together, but all it really takes is teamwork. Why not join us at a Board meeting to see what goes on. It's easier on everybody when there are more sharing the load.

**EDUCATION FESTIVAL SPONSOR  
STUDIO MOULDING**

# UPCOMING GENERAL MEETINGS

**MAY 9TH 2006**

**MAINTENANCE**

**OF YOUR SHOP EQUIPMENT**

**JULY 11TH 2006**

**PROMOTIONAL IDEAS**

**FOR EVERY SEASON**

Get ready for the May General Meeting of the EPFG now. Mark your calendar and be ready. The meeting is being hosted by EPFG Treasurer Lynn Clark of *Lake City Picture Framing* in Seattle. The meeting starts at 7:30 p.m., but be sure to come early to enjoy spending time with your fellow framers and grab a quick bite to eat, the food is always excellent.

If you haven't been to Lynn's store in a while, you'll be interested to see the improvements that have been made to the store's facade.

Joe Garitone, CPF and Paul Anderson, CPF, both of *Larson-Juhl* will be taking charge of the meeting and will be showing us all how to maintain the equipment we use daily.

Come learn how to keep your shop equipment in top form so you won't have any down time due to needless equipment failures.

**Lake City Picture Framing**

14028 Lake City Way NE  
Seattle, WA 98125  
206-363-2100

The July meeting is being hosted by Bill and June Bounds of *William Bounds Gallery* in Burlington, WA. If you've ever attended a meeting at the Bound's Gallery, you'll surely remember the beautiful decor, the great hospitality and the food. It's a bit of a trek for those in the Seattle and southern areas, but Bill and June always make it worth the trip!


The July meeting will feature Linda McAleer who is the Sales Distribution Trainer for Tru Vue, INC., A leader in the production of high performance glazing products for the custom picture framing and museum markets.

Linda has over 18 years experience in management and sales. Linda's ability to listen and communicate effectively led to her being selected to represent Tru Vue in a new training role brought on by *Voice of the Customer*. Linda specializes in specific one on one training as well as group training for distributor's sales representatives and other distributor employees, framers, PFFA speaking opportunities etc.

**William Bounds Gallery**

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**EVERGREEN**  
*Picture Framers Guild*

**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.

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Questions? Contact: t Paul Knoop, EPFG President 253-279-2598 or e-mail [pknoop@earthlink.net](mailto:pknoop@earthlink.net)

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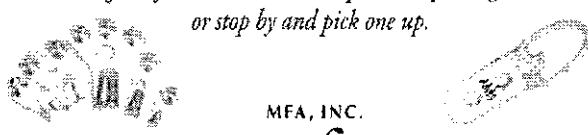
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## ***Classified Ads***

To Place an ad contact Bob 425-895-8822 [exafixer@yahoo.com](mailto:exafixer@yahoo.com) Deadline, 20th of the month

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## **HELPFUL HINTS**

Now that you're back to work in your store, it's time to use all those tips, tricks, techniques and other business ideas that you learned at the Education Festival.

So you didn't attend the Festival. Well, have you started using the information from the last class or demonstration that you attended?

It's always best to start when ideas and your enthusiasm are at their peak. Don't let the day to day drudgery drag you back down to the rut you were in before. Kick that dirt off your shoes and keep it off.

Molly would say it's time for a new beginning, and she's right. Don't put off until tomorrow what you can start benefitting from today.

Get those handouts out and make a start. Only you'll benefit or lose from what you do with the information you've gathered.

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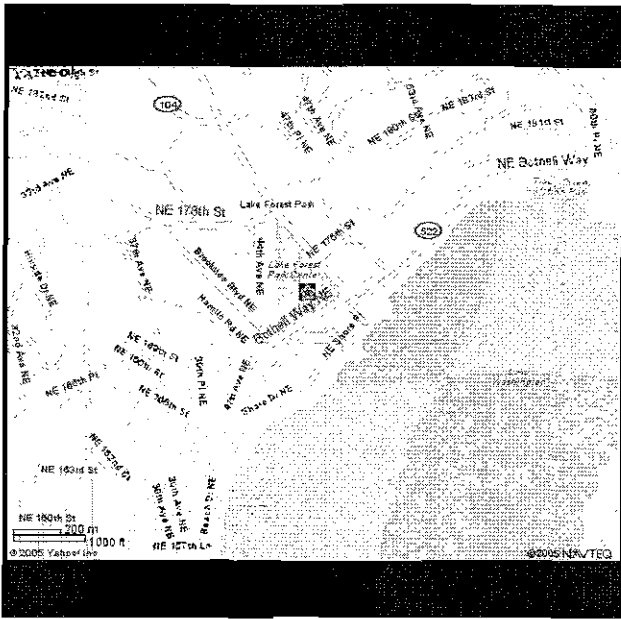
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| <b>APRIL 11</b><br>Board Meeting<br>Tacoma School<br>of the Arts            | <b>May 9</b><br>General Meeting<br>Lake City Picture<br>Framing                  |
| <b>JUNE 13</b><br>Board Meeting<br>Honey Bear<br>Bakery<br>Lake Forest Park | <b>JULY 11</b><br>General Meeting<br>William Bounds<br>Gallery<br>Burlington, WA |

***April 11th***  
***Starts at 7:30 p.m.***  
**Board Meeting**  
**Honey Bear Bakery**  
**17171 Bothell Way NE**  
**Lake Forest Park, WA**  
**Upper Level Dining Area**

**Directions**  
*Located in the Lake Forest Park Center Upper Level, Corner of Lake Forest Park and 522.*

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