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MAY 2006

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May 9th,

General Meeting

Lake City Picture Framing

Evergreen Picture Framers' Guild

TUNE UP YOUR FRAMING EQUIPMENT LEARN HOW AT THE NEXT MEETING

The first General Meeting after the Education Festival is just around the corner. The meeting is being hosted by *Lake City Picture Framing* in Seattle. Lynn Clark has graciously volunteered once again to host the meeting.

The meeting will be all about maintaining your framing equipment. It's amazing the difference between a machine not working well and one that's been cleaned and maintained. Even if you've never attended to your equipment, it's not too late. There are several things you can do to bring life back to your equipment and you'll be amazed how well they work afterwards.

Make your plans now to attend. The meeting starts at 7:30, but you'll want to get there a little early so you can socialize and get a bite to eat. Lynn usually provides a very nice spread of food.

If you've never attended a meeting before, why not make this your first. Come see what the meetings are all about, perhaps learn something new and get to know some of the other members as well.

Joe Garitone and Paul Anderson of *Larson-Juhl* will be taking charge of the meeting and showing us all we need to be aware of to keep our framing equipment in top working order.

Meetings only come around every other month. Take advantage of them when you can. It's a great opportunity to expand your framing knowledge and you can see how other framers set up their shops and perhaps find new ideas to use in your own shop.

Please note that Lynn has painted the outside of her building so pay attention when you're looking for her building, it's changed!

We hope to see you there!

Other news of interest, the July meeting will be here soon enough. William Bounds Gallery is hosting the July 11th meeting. There's a small write-up in this issue. Mark your calendar so you won't forget.

It's May already and time continues to fly. The weather is getting nicer and soon we'll all be wanting to be out more. The art festivals will soon be happening every weekend. Be sure to take advantage of some of these opportunities. It's a great way to see the area, view some wonderful art and meet some very interesting people. If you have a particular Art Festival you'd like to mention in the newsletter, just contact the newsletter editor at bobtheframer@yahoo.com.

There will be a drawing for the Evergreen Jackpot at the May meeting. You could win, but only if you attend. How much will it be? Whose name will be drawn? Only time will tell. You'll just have to show up and find out.

The next issue of the newsletter will have photos of all the entries in the framing competition. This issue deals with the three winning entries. The article explains a little about each piece. Inspiring pieces all.

Ideas for the upcoming 2007 Education Festival are welcome. If you have a class or information you'd like to see offered, just let one of the Officers or Board members know. A simple e-mail can get the ball rolling. Perhaps you would like to teach a class. There are openings available. Your ideas are always welcome.

If you'd like to attend a Board Meeting, those are open to all members. They are held on the months we don't have a General Meeting. Check the schedule on the back of the newsletter for dates. Call or e-mail a board member to verify the location if there isn't one set. We always appreciate any and all help.

May 2006 Issue

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<p>Membership Dues Advertising Payments 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>Change of Address Paul Knoop 1054 Berkeley Ave. Fircrest, WA 98466 253-279-2598 e-mail: pknoop@earthlink.net</p>
<p>Classified Ads Free for EPFG Members, \$15 for non-members. Display Ad Artwork Digital Artwork is preferred. Submit via e-mail or on disk.</p>	<p>Newsletter Ad Copy & Classified Ads Bob Holcomb c/o Millennium Gallery 16118 NE 87th Street Redmond, WA 98052 425-895-8822 e-mail: bobtheframer@yahoo.com</p> <p><i>Newsletter Deadline 20th of the month</i></p>

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**THE
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 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.**



Our President's Pen

President's Letter, May '06

Do you use a POS Check Verification service? Have you experienced problems with that service, and if so, have you followed up to rectify the problem? Over the next several months, if it takes that long, I will relate my experiences in this area from the point of view of a recently "wronged" consumer.

Earlier today, I presented a check to a merchant that I frequent, and that I have known for several years. He has recently opened his own store, and in the process of setting up, his bank convinced him to use a check verification service. (Maybe later, I will provide names, depending on the eventual resolution of the problem.) My check was declined, and I then was forced to use a credit card to complete the purchase. OK, I know that there was more than enough \$ in my account to cover the purchase; I think my friend, the merchant, knows that also; he indicated that they have had problems with checks from a certain local bank, but this was the first check from my out of state bank they have had declined. Of course, since the service is what is called E-Check Conversion, there is no way that he can just take the check and deposit it along with other funds. Thus, in addition to our mutual embarrassment and my forced use of a credit card, he must take the "hit" in the card processing fee, cutting into his profit margin. This by the way is why I prefer to use a check or cash at small businesses.

The slip which was printed out by the check reader terminal stated that the declination was based on information provided by a Florida company, and indicated that I had the right to obtain a free copy of the information from that company on request, and that I have the right to dispute it's accuracy or completeness. So, being the wronged party, I sent a (somewhat) polite letter to them requesting the information and stating that I intended to dispute the accuracy thereof. By the way, I did verify that the check data printed on the declination slip (check # and account #) was correct and not misread by the scanner.

Now the waiting game begins: to see how long it takes to company to respond, what they provide, and assuming that the information is in error and the declination was not merely a computer glitch, how long it takes to affect the correction. I made a copy of my letter, the declination slip, and the check for the merchant as he intends to pursue the problem through the bank.

I have reviewed my free credit rating within the past six months, but with only one of the major companies providing that service, so it is time to check the other two in preparation for a reply from the verification service. And, as indicated earlier, I will provide updates as time passes, in hopes of helping you decide if you wish to subscribe to such a service. Of course, if you have information to share with your fellow framers along this line, how about writing an article for this newsletter and sending it along. It just may save a friend from a similar embarrassing situation, or worse, the loss of a sale!

Thanks for reading, and let us hear from you.

Paul Knoop, CPF

UPCOMING GENERAL MEETINGS

JULY 11TH 2006

PROMOTIONAL IDEAS FOR EVERY SEASON

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, PPFAspeaking opportunities etc.

William Bounds Gallery
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Festival Class Write-Up

CREATIVE FRAMING - THINKING OUTSIDE THE SHADOWBOX

Meg Peters, CPF

One of the keystones of Finer Frames is creative, unique and exciting framing. Meg Peters, CPF, owner of Finer Frames in Meridian, Idaho, has found that offering innovative designs helped build customer loyalty and set her store apart from all the others in her area.

Meg compared the walls of a frame shop to a resume. The examples on the wall are your "silent salesmen". They give customers ideas for framing as well as introducing the customers to products, services and special techniques or skills. The wall displays also help customers to understand the cost of framing.



By having many distinctive and imaginatively framed examples on the walls, Meg has found that upselling is easier - customers see something they like that's fashioned just for them. The samples also reinforce that Finer Frames is not your usual, cookie cutter store, but one where the customer will find a sales staff that is interested in creating that one unique framing design that "belongs" to the customer. No one else will have it.

Meg listed ten creative techniques that framers should be selling, showing us photos of samples using each of the techniques. In one scenario, she showed photos of a print that had been framed in a "just ok" kind of style, then showed it matted and framed in a "knock out" design. As she itemized the cost of each design, she noted the net profit for the "knock out" design was considerably higher, as well as giving the customer something exceptional for their home.

Meg is a strong believer in charging correctly for her framing designs. She has found that her customers want framing that is personalized and special, and are

willing to pay for it. When working with a customer, Meg asks questions about the room (size, color, etc) and the story behind the item they have brought in. She doesn't assume that they want something done inexpensively, but have come to her for her design skills and knowledge.

She approaches selling framing products by assessing the customers needs, then selling the benefits of the products that meet the customers needs. As an example, Meg might ask a customer about how they will be hanging a large picture. In talking with the customer, she might find that they are unsure or wary of hanging the artwork, and Meg can suggest that the customer have installation services included in their purchase.

At the end of the class, Meg challenged us to do one thing on Monday that would help us sell more exceptional framing. Many people loved the idea of a "brag book" with photos of previous frame jobs. Several people indicated that they would add installation services, a reinspection program, or in home framing calls. None of us left without at least one good idea that we could take to our stores.

By Terry Scidmore, CPF

The Framing Competition Several took the Opportunity

Look for more class write-ups next month as well as photos of all the Framing Competition entries.

Following is an article about the winning entries in the Framing Competition. Each year there are prizes awarded for First, Second, Third and Popular Choice. This year we had twelve entries in the Framing Competition.

From the photos on the next pages you can only get a glimpse of the workmanship in the winning entries. A lot of time, effort and talent went into the creation of these wonderful entries. The EPFG Board and Officers would like to thank all the entrants for their efforts to provide the attendees such a wonderful display of framing talent. We hope that you will take the challenge and enter the Framing Competition in next year's Education Festival.

EDUCATION FESTIVAL FRAMING COMPETITION WINNERS

The framing competition this year was especially well presented. There were twelve entries in the competition this year. Each entrant had to frame up the same image to enter the competition. The designs were amazing. Some were round, others square and some were uniquely shaped. It was a challenge to display all the entries in a way that each could be enjoyed. This is the largest number of entries we've had for some time. Talent from all around the area came together to have their work viewed and judged.

The framing competition was voted on by the members attending for a Popular Choice award. Each attendee was given the opportunity to pick his or her favorite. The choosing was difficult, but as usual, there was one that really stood out among all the others.

Fabric was well represented in the design of many entries. Where fabric wasn't used, other design elements were brought to the fore to highlight the unique artwork.

The first place winner was a beautiful entry by Baer Charlton. Baer's design was amazing. The frame was round and had a design element on the surface that mirrored part of the framed image. The mat too had some wonderful detail laid upon it that also mimicked the image. With depth and the tone on tone black mat and frame a truly creative framing example came to life. How wonderful to see such creative workmanship in person.

As you may have noticed from the picture at the right, Baer was also the recipient of the Popular Choice award. It seems that more in attendance agreed that his was the favorite. An inspiring piece to say the least.

Baer was an instructor at the Festival and taught classes on Fabric Matting and The History of Frames and framing.

The second place winner was another well known framer as far as the EPFG goes. Molly Boone-Jones and her assistant Larry entered another creative and well executed frame job.

You will remember that Molly is the former President of EPFG. She has continued to have a helping hand in the organization since stepping down. Molly taught a class on CPF Certification Preparation and was the host during the luncheon giving away door prizes and other awards including her own!

Molly and Larry's entry was done in a square format. Fabric liners were used to create depth and interest. The color of the fabric gave the piece a real pop and brought drama as well.



**Baer Charlton with his winning entry.
First Place and Popular Choice Awards**

The Third Place winner was another well known member of the EPFG. June Bounds, of William Bounds Gallery in Burlington. June is the former Treasurer of EPFG and she has won framing competition awards in recent years.

June's piece was another striking example of creative framing well executed. The piece was double matted with a wood fillet and matching wood moulding. The overall effect was a beautifully executed design.

With twelve entries in this year's competition, it was no easy job for the judges to pick the winners. Each entry was a winner in its own right. The designs were very varied and the creative ideas were a pleasure to view. Each one offered ideas for the framers attending the Festival. Truly a feast for the eyes. Let's hope to see more from these framers at next year's competition.



Molly and Larry of Seattle Custom Framing With their Second Place Winning Entry

The competition is a way to show off your framing skills to other framers in the area. It's also a way to create a great display that will give your customers ideas for their framing projects. Who knows, perhaps you'll be among those featured in next year's post-festival newsletters as one of the proud owners of a winning entry.

The Education Festival will have another competition in March of 2007. Watch for information about the Framing Competition in the future issues of the newsletter so you too can show off your talent.

Thanks to these winners for their efforts. Their work inspired everyone attending the Festival.



June Bounds of William Bounds Gallery with her Third Place Winning Entry



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 Paul Knoop, EPFG President 253-279-2598 or e-mail pknoop@earthlink.net
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HELPFUL HINTS

Black Fabric mats. Well, black mats in general. They can be a pain. You know the problem. You finally get the piece together only to notice that piece of lint or smudge. Dirty hands one of many enemies.

When working with black or darker fabric mats that show lint easily, I take packing tape and use a large strip to pick up the dust and lint off the mat. Be careful not to lay the tape on the frame or fillet. Sometimes the finish will lift right off.

I have found that sometimes there are smudges on fabric mats that are hard to remove. Maybe they are from finger pressure. One trick that works is to take a lint free towel and gently rub the area where the smudge is located. Most times it disappears immediately.

To reduce the amount of lint in the area when you are assembling the finished product, place a clean sheet of brown paper on the table. This gives a clean surface and can make a world of difference.

CRAIG PONZIO

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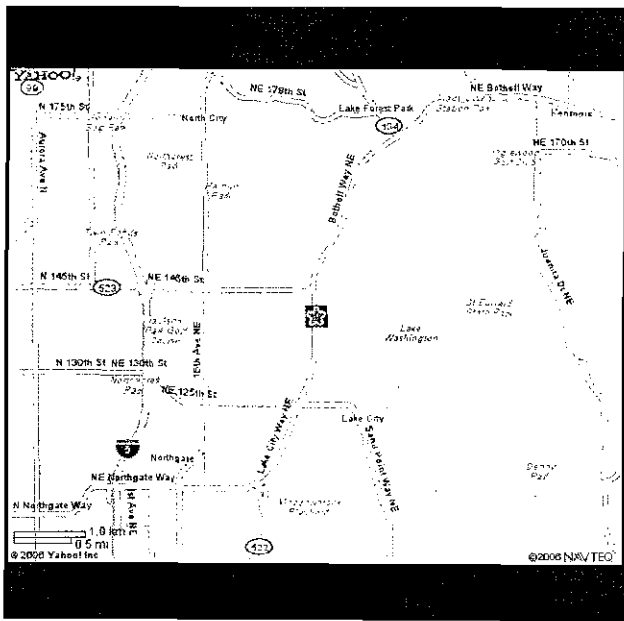
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2006	
MAY 9 General Meeting Lake City Picture Framing	JUNE 6 Board Meeting
JULY 11 General Meeting William Bounds Gallery Burlington, WA	AUGUST 1 Board Meeting Honey Bear Bakery Lake Forest Park

May 9th
Lake City Picture Framing
14028 Lake City Way NE
Seattle, WA 98125
206-363-2100
Starts at 7:30pm

Directions to Lake City Picture Framing
Going South on I-5 take the NE 145th St./WA-523/5th Ave. NE Exit, EXIT #175. Make a Left on 145th St. And a Right onto Lake City Way NE. Go about two-tenths of a mile.
Going North on I-5 take the WA-522 Exit towards Lake City Way/Bothell, EXIT #171. Continue on Lake City Way for 3.7 miles.
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